



# AGENDA

## Visit SLO CAL Marketing Committee

**Visit SLO CAL Marketing Committee Meeting**  
Tuesday, January 9, 2018 at 8:30am  
Courtyard by Marriott San Luis Obispo  
1605 Calle Joaquin, San Luis Obispo, CA 93405

- 1. CALL TO ORDER
- 2. PUBLIC COMMENT (On Non-Agenda Items)

<b>ANNOUNCEMENTS</b>	<b>B. Burnham</b>
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<b>CONSENT AGENDA – <i>motion required</i></b>	<b>B. Burnham</b>
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- 3. **Approval of November 14, 2017 Marketing Committee Meeting Minutes**  
*Staff will ask for Committee approval of the November 2017 Marketing Committee Meeting Minutes.*

<b>BUSINESS ITEMS</b>	<b>B. Burnham</b>
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- 4. **Advertising & Marketing Update (40 min)**  
*Staff will review the progress on current sales efforts, the paid media campaign, earned (PR) efforts and owned media efforts.*
- 5. **Marketing Discussions (70 min)**
  - a. **Co-op Marketing Options (30 min)**  
*Staff will present proposed co-op marketing options and timing for spring 2018.*
  - b. **Asset Development Co-op (20 min)**  
*Committee will discuss the types of assets they are seeking in an asset development co-op.*
  - c. **Ambassador Program (20 min)**  
*Committee will discuss the benefits and challenges around ambassador programs as Visit SLO CAL prepares to launch theirs.*

### ADJOURN

Brown Act Notice: Each speaker is limited to 2 minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the Marketing Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Marketing Committee.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.