



AGENDA

Visit San Luis Obispo County Marketing Committee

Visit San Luis Obispo County Marketing Committee Agenda

Tuesday, October 11, 2016

8:30am

Sands Inn & Suites

1930 Monterey St, San Luis Obispo, CA 93401

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

ANNOUNCEMENTS	C. Davison
----------------------	-------------------

CONSENT AGENDA – <i>motion required</i>	C. Davison
--	-------------------

3. **Approval of September 13, 2016 Marketing Committee Meeting Minutes**
Staff will ask for Committee approval of the September 2016 Marketing Committee Meeting Minutes.

CEO REPORT	C. Davison
-------------------	-------------------

4. **CEO Report (15 min)**
Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS	C. Davison
-----------------------	-------------------

5. **Update on Board Action (5 min)**
Staff will provide an update on action taken at the September Board of Directors meeting.

6. **SAVOR on the Road Update (10 min)**
Staff will provide an update on VSLOC's efforts for SAVOR – A San Luis Obispo County Experience.

PRESENTATION	G. Ward/K. Ireland
---------------------	---------------------------

7. **BCF (90 min)**
 - a. **Visit San Luis Obispo County Brand**
 - b. **Strategic Marketing Partnership Opportunities**
 - c. **FY2016-18 Draft Marketing Plan**

BCF will present the new Visit San Luis Obispo County brand, strategic marketing partnership opportunities and VSLOC's FY2016-18 draft Marketing Plan. Staff will request the Committee's recommendation for Board approval.

ADJOURN.

Brown Act Notice: Each speaker is limited to two 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.