



# MINUTES

---

## Visit SLO CAL Executive Committee

### Visit SLO CAL Executive Committee

#### Meeting Minutes

Thursday, August 3, 2017

12:00pm

Courtyard by Marriott, San Luis Obispo  
1605 Calle Joaquin, San Luis Obispo, CA 93405

**1. CALL TO ORDER:** Clint Pearce

**PRESENT:** John Arnold, Aaron Graves, Jay Jamison, Clint Pearce

**ABSENT:** JP Patel

**STAFF PRESENT:** Chuck Davison, Brooke Burnham, Brendan Pringle

---

**Call to Order at 12:19pm.**

**2. PUBLIC COMMENT (On Non-Agenda Items)**

None.

**ANNOUNCEMENTS**

Out of four proposals, three media agencies were invited to present to the Marketing Committee in the morning: Goodway Group, Orange 142 and Miles Media. The Marketing Committee recommended the selection of Goodway Group for Executive Committee approval, citing their deep digital strategy and high-level optimization, efficiency, and tracking/reporting mechanisms.

**ACTION:** Moved by Jamison/Graves to allow the President & CEO to enter into contract negotiations with Goodway Group.

**Motion carried: 4:0**

**ADJOURNMENT**

Meeting adjourned at 1:10pm.