



AGENDA

Visit San Luis Obispo County Marketing Committee

Visit San Luis Obispo County Marketing Committee Agenda

Tuesday, August 11, 2015

8:30am-10:30am

Courtyard by Marriott

1605 Calle Joaquin, San Luis Obispo, CA 93405

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

BUSINESS ITEMS	C. Davison
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3. **Website Booking Engine Strategy**
4. **CRM & Website Strategy**
5. **Research Campaign Strategy**
6. **Countywide Icon Usage**
7. **Digital Asset Management (DAM) System**
8. **Visit CA 2016 State Visitor's Guide Co-Op**

PRESENTATION	M. Astone
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9. **Catalyst Marketing**

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 board to discuss or take action on issues not on the agenda, except that members of the board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the board to follow-up on such items and/or place them on the next board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board of Directors.

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.