



**San Luis Obispo County
Tourism Business Improvement District Advisory Board (CBID)**

Agenda

Wednesday, January 25, 2017, 12pm – 2pm

Apple Farm ~ Harvest Room, 2015 Monterey Street, San Luis Obispo, CA 93401

Call to Order

Public Comment (limited to 3 minutes per speaker)

Administrative Items

- Roll Call
- Chairperson Report
- Consent Agenda - Minutes
- Financials, Administrator Report, and Partner Updates
- Upcoming Events
 - Board Meetings: February 22nd and March 22nd
 - Whale Trail Dedication Media Event 1/20/17 around 4pm (considering Cavalier)
 - Avila Beach Constituent Mixer 2/22/17
 - Outlook Conference 2/26 and 2/27/17

A-1

A-2, A-3, A-4

Presentation/s (please limit to 15 minutes unless otherwise noted)

Discussion Items

- Strategy/Topic Discussion
 - Strategic Plan with Coraggio Group – update
 - Stewardship Program
- Core Marketing Team and Stewardship Program
 - Web retheme launch and All Road Lead to Roam campaign launch
 - Coastal Discovery & Stewardship Celebration launch
- Governance, Marketing/Collaboration & Events Committee Reports & Recommendations
 - Meeting with CMT
 - RFP Process

B-1

Action Items (each topic will allow for Board Discussion, followed by Public Comment)

C-1

C-2

C-3

- Local Funding Applications
- Revamped Funding Application draft
- Support letter for SLO Coast AVA
- CAO office space

Future Agenda Items

- Continuing discussion about Local Fund Operations | Duplication of Effort
- Marketing Firm RFP presentations (February board meeting)
- Strategic Plan presentation (March board meeting)

Closing Comments

Adjournment