



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

Agenda (amended)

Wednesday, February 22, 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/deadlines
 - Board Meetings: March 22 (Garden Room) and April 26
 - Avila Beach Constituent Mixer 2/23/17 at 5:30pm
 - Outlook Conference 2/26 and 2/27/17
 - BIG funding deadline 3/27

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

Discussion Items

- Strategy/Topic Discussion

- Core Marketing Team and Stewardship Program

- Governance and Marketing/Collaboration Reports & Recommendations

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

- Strategic Planning: SMG Influence Survey
- Local Funding Applications
 - Cambria Rotary Wine/Art Dinner funding request
- Revamped Funding Guidelines and Application draft
- CAO office space
- Sunset Road Trips Back Page

Future Agenda Items

- Strategic Plan presentation (March)
- 2017 2018 priorities (April)
- Annual Renewal Process/Timing, including Year End Report
- Continuing discussion about Local Fund Operations | Duplication of Effort

Closing Comments

Adjournment