



BOARD of  
DIRECTORS

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Paul Panchal  
Michael R. Hanchett  
Kaushik Patel  
DeeDee Ricci  
*Recording Secretary*

## **AGENDA**

February 21, 2017

1:00pm – 2:30pm

**Cavalier Butte Room**

**250 San Simeon Ave., San Simeon, CA**

### **WELCOME & INTRODUCTIONS**

### **PUBLIC COMMENT(S)**

### **CORRESPONDENCE**

### **APPROVAL OF MINUTES**

### **SLO CBID UPDATE - Cheryl Cuming**

### **OTHER REPORTS/UPDATES:**

- 1. Visitor Center Report-Michele**
- 2. Alliance Partners Report/Update**
- 3. Website & Analytics Scorecard**
- 4. Riester SEO**
- 5. Hearst Castle Survey**

### **DISCUSSION:**

- 1. Marketing Overview**

### **ACTION ITEMS**

- 1. PR/Marketing Solterra**
- 2. Beach Combing Bags**
- 3. Tradeshows additions for 2017**
- 4. Highway One Promotion**

### **FUTURE AGENDA ITEMS:**

**Next Advisory Board Meeting (Normal Meeting, 3<sup>rd</sup> Tuesday of the month)**

**Date and Time: March, 21, 2017 @ 1:00pm**

**Location: Cove meeting Room**