



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

**Agenda**

**Wednesday, March 22, 2017, 12:30pm – 1pm and 1pm – 2:30pm**  
**Cambria Pines Lodge**

**Call to Order**

**Public Comment** (limited to 3 minutes per speaker)

**Administrative Items**

- Roll Call
- Chairperson Report
- Consent Agenda – Minutes
- Financials, Administrator Report, Marketing Committee Report, and Partner Updates
  - Highway 1 closure: partnership progress and H1DR next steps
- Annual Renewal: ROI consent 4/18; Year End report 5/5; ROF hearing 5/23
- Upcoming Events/deadlines
  - Board Meetings: May 24 and June 28
  - BIG funding deadline 3/27
  - Form 700 due 4/3
  - SLO CAL Tourism Exchange 5/11

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

- Response to Cambrian Opinion Letter
- Local Funding Applications
  - Avila Beach: Race SLO sponsorships: GrandFondo and Ultra
  - Avila Beach: BubblyFest sponsorship
  - Cambria: American Legion July 4<sup>th</sup> Fireworks
  - Cambria: Scarecrow Festival

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**Presentation and Feedback** (1pm - 2:30pm):

Matthew Landkamer: Coraggio Group  
2020 ~ Bringing the Unincorporated CBID's Strategic Approach into Focus

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**Future Agenda Items**

- Support of areas effected by Highway 1 closure (April)
- 2017 2018 organizational and marketing priorities and deliverables discussion (April)
- BlendFest Recap (April or May)
- Board Succession
- Decreasing Duplication of Effort: SLO CAL Plan presentation

**Closing Comments**

**Adjournment**