



**BOARD of
DIRECTORS**

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

AGENDA

March 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. **BlendFest**
5. **PR/Marketing Solterra**
6. **Beach Combing Bags**

DISCUSSION:

1. **Website review – Bookings**
2. **Highway 1 Closure Efforts**

ACTION ITEMS

1. **August Ocean Fair Funding -\$2,323.34**
2. **Cambria July 4th Funding - \$4,500.**
3. **Cambria Scarecrow Funding - \$4750.**

FUTURE AGENDA ITEMS:

Next Advisory Board Meeting (Normal Meeting, 3rd Tuesday of the month)

Date and Time: April, 18, 2017 @ 1:00pm

Location: Cove meeting Room