

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

Wednesday, April 26, 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
 - New LFA Board Member Packets
- Upcoming Events/deadlines
 - Board Meetings: May 24 and June 28
 - SLO CAL Tourism Exchange 5/11

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

Jennifer Porter, Paso Wine, BlendFest recap
AJ Fudge, #Unlock Your Adventure Promotion

Discussion Items

- Strategy/Topic Discussion

- Core Marketing Team and Stewardship Program

- Governance and Marketing/Collaboration Reports & Recommendations
 - Discuss 2017 2018: budget and planning, and marketing

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

- Approval of Strategic Plan 2020: Bringing the Unincorporated CBID Strategic Plan into Focus
- Funding approval: Operation Plan Development with Coraggio Group
- Board response to Cambrian Opinion "Has quest for tourists passed tipping point?"
- Funding Applications
 - CTB: Matching Fund request for Olallieberry Festival (\$1,000)
 - ABTA: Stewardship clean-up kits and custom tote bags (\$6,320)
 - SSTA: Gateway Signage (\$24,999)
 - O/N: Facebook Management/TJA Social Media Marketing Campaign (\$5,600)
 - CBID Event Focus Funding: #UnlockYourAdventure (\$7,500)
- Revamped Funding Guidelines and Application draft: LFA input

Future Agenda Items

- Contract renewal for Admin & Financial Services (May)
- Influence Survey data
- Continuing discussion about Local Fund Operations | Duplication of Effort

Closing Comment

Adjournment