



**BOARD of
DIRECTORS**

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

AGENDA

April 18, 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 Audit & Search Strategy Update**
- 5. BlendFest**
- 6. PR/Marketing Solterra**
- 7. Highway 1 Closure Update**

DISCUSSION:

- 1. JBShotels (Chinese outbound travel) Inspection**

ACTION ITEMS

- 1. Central Coast Art & Music Grant \$7,500.**
- 2. Gateway Signage Funding Addition**

FUTURE AGENDA ITEMS:

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

Date and Time: May, 16, 2017 @ 1:00pm

Location: Cove meeting Room