



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

Wednesday, May 24, 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
- A-1** • Consent Agenda - Minutes
- A-2, A-3** • Financials, Administrator Report, and Partner Updates
- Upcoming Events/deadlines
 - Board Meetings: June 28th, July 26th. Confirm August meeting
 - 2018 BlendFest confirmed for February 9 – 11, 2018

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

Additional discussion with AJ Fudge, #UnlockYourAdventure funding request

- B-1** Katie Sturtevant, Stewardship Travel annual recap and looking ahead

Discussion Items

- Strategy/Topic Discussion
 - C-1** ○ Strategic Plan next steps: Operation Plan development
- Core Marketing Team and Stewardship Program
 - C-2** ○ Marketing Results Overview
 - C-3** ○ Marketing Plan timeline and short-term milestones
- Governance and Marketing/Collaboration Reports & Recommendations
 - CAO Annual Review
 - Draft 2017 | 2018 budget

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

- D-1** • Funding Applications
 - CBID Event Focus Funding: #UnlockYourAdventure (\$7,500)
- D-2** • Local funding requests
 - Cayucos: #UnlockYourAdventure (\$7,500)
- Funding approval: Operation Plan Development with Coraggio Group
- COLA approval for CAO

Future Agenda Items

- CMT contract (June)
- 2017 | 2018 Budget approval (June)
- Influence Survey data
- Continuing discussion about Local Fund Operations | Duplication of Effort

**Closing Comment
Adjournment**