



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

**Wednesday, June 28, 2017, 11am – 3:30pm**

Apple Farm ~ Harvest Room, 2015 Monterey Street, San Luis Obispo, CA 93401

**Call to Order and Roll Call**

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

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

**Discussion Items**

- Strategy/Topic Discussion (11am – 2:30pm)
  - Coraggio Group, Matthew Landkamer – Strategic Plan Recap
- Core Marketing Team and Stewardship Program
  - Marketing Plan budget review
- Governance and Marketing/Collaboration Reports & Recommendations
  - STP: Program Management and Kind Traveler

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

- Funding Applications
  - Local funding requests
    - Cambria: A&H Marketing Contract Renewal (\$600,000)
    - Avila Beach: Harvest on the Coast (\$15,000)
    - Avila Beach: TJA 3-month contract extension (\$20,000)
    - Cayucos: Administrator 2-year contract (\$6,720)
    - San Simeon: Gateway signage ribbon cutting/PR/reception (\$10,000)
    - O/N: TJA Social Media and Advertising (\$18,400)
    - Administrator 2-year contract (\$16,560)
  - CBID Matching Funds:
    - Cambria: Film Festival (\$2,250)
- Operations Plan Development with Coraggio Group
- CMT Contract Extension
- CBID FY 2017 2018 Budget

**Administrative Items**

- Consent Agenda - Minutes
- Financials
- Upcoming Events/deadlines
  - Board Meetings: July 26<sup>th</sup>, August 16 11am start

**Future Agenda Items**

- WineCoastCountry Trademark \$750
- Influence Survey data
- Continuing discussion about Local Fund Operations | Duplication of Effort

**Closing Comment  
Adjournment**