



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

**Wednesday, July 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
- A-1** • Consent Agenda - Minutes
- A-2, A-3, A-4** • Financials, Administrator Report, and Partner Updates
- Upcoming Events/deadlines
  - Board Meetings: August 16 11am start (3<sup>rd</sup> Wednesday), September 27

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

**Discussion Items**

- Strategy/Topic Discussion
- B-1** ○ Strategic Plan: Does 5-year Vision align with Clarity section of Strategic Plan?
- Core Marketing Team and Stewardship Program
- B-2** ○ 2017 | 2018 Marketing and Media Plan
- B-3** ○ 2017 | 2018 CMT Budget Detail
- B-4** • Governance and Marketing/Collaboration Reports & Recommendations

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

- C-1** • Board renewals
- C-2** • WCC Trademark
- C-3** • Funding Applications
  - ABTA: TJA annual marketing contract (\$140,000)
  - ABTA: SLOWine Harvest on the Coast sponsorship (\$15,000)
  - SSTA: Solterra 2-month contract extension (\$7,000)
  - EV AGV: Solve annual marketing contract (\$10,800)

**Future Agenda Items**

- Funding approval: Operation Plan Development with Coraggio Group
- Influence Survey data
- CAO Contract Renewal
- Continuing discussion about Local Fund Operations | Duplication of Effort

**Closing Comment  
Adjournment**