



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

Wednesday, August 16, 2017, 11am – 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** • Financials | Balance Sheet, Administrator Report, and Partner Updates
- Upcoming Events/deadlines
 - Board Meetings: September 27 and October 25
 - 9/21 8:30am start SLO CAL Fall Symposium (3-4 guest speakers including Arrivalist and Host Compliance)

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

Discussion Items

- Strategy/Topic Discussion
 - Strategic Plan: Meeting with SLO CAL on 8/21
 - Future discussions: Outcome of SLO CAL meeting (collaboration and duplication); Structure of CBID vs. LFA vs. SLO CAL (organization and brand)
- Core Marketing Team and Stewardship Program
 - 2017 | 2018 Creative
 - B-1** ○ 2017 | 2018 CMT Budget - revisit question from July meeting
 - B-2** ○ LFA Rural Road Trip strategy
- Committee Reports & Recommendations
 - B-3** ○ Marketing
 - B-4** ○ Finance

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

- C-1** • H1DR Trademark
- Los Osos/Montana de Oro Whale Trail replacement
- C-2** • Funding Applications
 - VAC: Sea Glass Festival sponsorship (\$8,000)
 - VAC: 1st Street Beach Access replacement project (\$25,000)

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**