



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

Wednesday, November 15, 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** • Financials|Balance Sheet, Administrator Report, and Partner Updates
 - Carryforward
- Upcoming Events/deadlines
 - Board Meetings: December 13 (2nd Wed – location TBD) and January 24th (4th Wed)
 - Complete Ethics Training by 11/30

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

Discussion Items

- Strategy/Topic Discussion
- B-1** ○ Board position on Cannabis legislation
- B-2** • Core Marketing Team and Stewardship Program
- Committee Reports & Recommendations
- B-3** ○ Marketing
- B-4** ○ Strategic Plan: Operational Plan workshop outcomes
- Governance

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

- C-1** • Vingage Consulting Proposal
- C-2** • Funding Applications
- C-3** ○ Los Osos|Baywood: Marketing partnership with Solve (\$16,150)

Future Agenda Items

- SLO CAL's position on cannabis
- Structure of CBID vs. LFA vs. SLO CAL (organization and brand)
 - Continuing discussion about Local Fund Operations | Duplication of Effort

Closing Comments

Adjournment