



**BOARD of
DIRECTORS**

Paul Panchal
Michael R. Hanchett
Kaushik Patel
DeeDee Ricci
Recording Secretary

AGENDA

November 21, 2017

1:00pm – 2:30pm

Cavalier Butte Room

250 San Simeon Ave., San Simeon, CA

WELCOME & INTRODUCTIONS

PUBLIC COMMENT(S)

CORRESPONDENCE

APPROVAL OF MINUTES

SLO CBID MONTHLY REPORT - Cheryl Cuming

SOLTERRA CORE MARKETING MONTHLY REPORT – Stacie Jacob

1. Website
2. Gateway Signage

REPORTS/UPDATES:

1. Visitor Center Report – Michele Roest
2. Alliance Partners Reports/Updates
3. Highway 1 Closure Update

ACTION ITEMS:

1. 2018 Blendfest – Chelsea
2. RFP for Marketing Services

FUTURE AGENDA ITEMS:

Next Advisory Board Meeting (Normal Meeting, 3rd Tuesday of the month)

Date and Time: January 23, 2018 @ 1:00pm

Location: Cove meeting Room