



**Unincorporated San Luis Obispo County
Tourism Business Improvement District Advisory Board (CBID)
Agenda
Wednesday, December 13, 2017, 12pm – 2pm
County Building, Administration offices, 4th Floor conference room**

Call to Order

Public Comment (limited to 3 minutes per speaker)

Administrative Items

- Roll Call
- A-1** • Consent Agenda - Minutes
- Financials|Balance Sheet, Administrator Report, and Partner Updates
 - BOS and SLO CAL cannabis update
 - Carryforward
- Upcoming Events/deadlines
 - Board Meetings: January 24th and February 28th

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

B-1, B-2 Jen Porter, BlendFest (Event Focus Funds)

Discussion Items

- Strategy/Topic Discussion
 - Marketing Audit
- C-1** • Core Marketing Team and Stewardship Program
- Committee Reports & Recommendations
- C-2** ○ Marketing
- C-3** ○ Strategic Plan: Strategic Marketing Plan discussion
- C-4** ○ Governance: RFP process and timing

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

- D-1** • VisitWidget
- Strategic Marketing Plan
- D-2** • Funding Applications
 - BlendFest (San Simeon, Cambria and CBID)

Future Agenda Items

- Funding decision appeal process
- 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