

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

**Wednesday, January 24, 2018, 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
- Consent Agenda - Minutes
- Financials|Balance Sheet, Administrator Report, and Partner Updates
  - Carryforward
- Upcoming Events/deadlines
  - Board Meetings: February 28<sup>th</sup> (Lori unable to attend) and March 28<sup>th</sup>

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

**Discussion Items**

- Strategy/Topic Discussion
  - Updating the Bylaws
- Core Marketing Team and Stewardship Program
  - Response to audit
- Committee Reports & Recommendations
  - Marketing: meeting not held
  - Strategic: Strategic Marketing immersion 1/8/18; recap SLO CAL meeting 1/18/18
  - Governance: recap 1/3/18 meeting

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

- Strategic Marketing Vision Summit outcomes
- Vingage Consulting role
- Database content engagement
- Funding Applications
  - Avila Beach: Visitor TV at airport \$11,880
  - San Simeon: Visitor Center \$43,650
  - All other applications are at or below \$4,999

**Future Agenda Items**

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**Closing Comments**

**Adjournment**