



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

**Wednesday, February 28, 2018, 12pm – 2:30pm**

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: March 28 and April 25 (Strategic Marketing Plan presentation)
  - Avila Beach constituent mixer March 21 starting at 5:30pm at ALS
  - Annual Renewal Sequence of Events - Year End Report due May 1

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

**Discussion Items**

- Strategy/Topic Discussion
  
- Core Marketing Team and Stewardship Program
  - Dashboard and PR recap
  - NBC and CDSC media results
  
- Committee Reports & Recommendations
  - Marketing: meeting not held
  - Strategic: Strategic Marketing sessions on 2/13 & 2/14
  - Governance: recap 2/14/18 meeting

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

- Strategic Marketing Direction
- Letter of Support for VR MUP in Cambria
- LFA Board Applications
  - Summer Rogovoy (Avila Beach Tourism Alliance)
  - Miguel Sandoval (San Simeon Tourism Alliance)
- Funding Applications

**Future Agenda Items**

- Updating the Bylaws
- BlendFest 2018 follow up report (March 28)
- Strategic Marketing Presentation with Coraggio Group and LFA feedback session (April 25)

**Closing Comments**

**Adjournment**