

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

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

Apple Farm ~ Garden 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: April 25 and May 23
  - Strategic Marketing Presentation with Coraggio Group and LFA feedback session: April 25
    - Confirm meeting with SLO CAL Executive Committee on 4/25
  - Annual Renewal Sequence of Events – ROI April 17 and Public meeting May 15

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

- Jen Porter, BlendFest 2018 follow up report

**Discussion Items**

- Strategy/Topic Discussion
  - Strategic Marketing Framework and LFA input session outcomes
- Core Marketing Team and Stewardship Program
  - Dashboard and PR recap
- Committee Reports & Recommendations
  - Marketing: Co-op research opportunities with SLO CAL
  - Strategic: Strategic Marketing session on 3/16
  - Governance:

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

- Strategic Marketing Framework
- LFA Board Applications
- Funding Applications
  - SSTA: RFP awarded to Solterra Strategies (\$125,000/year X 3 years = \$375,000)
  - SSTA: Tradeshow & Sales Mission (\$21,295)

**Future Agenda Items**

- Updating the Bylaws
- Strategic Marketing Presentation with Coraggio Group and LFA feedback session (April 25)

**Closing Comments**

**Adjournment**