



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

**Agenda**

**Wednesday, May 23, 2018, 12p – 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 (15 minutes)**

- Roll Call
- Consent Agenda - Minutes
- Financials|Balance Sheet, Administrator Report, and Partner Updates
  - Year End Report and outcome of May 15 Public meeting
  - SLO CAL Tourism Exchange recap
  - Carryforward
- Upcoming Events/deadlines
  - Board Meetings: June 20 (3<sup>rd</sup> Wednesday), July 25

**Discussion Items (20 minutes)**

- Strategy/Topic Discussion
  
- Committee Reports & Recommendations
  - Strategic: Building a marketing team through disciplines
  - Governance: 5/14 meeting recap
  - Marketing & STP: Database project update/next steps; History and Heritage Trail project

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

- H1 CalTrans letter
- American Legion July 4<sup>th</sup> SSTA and CTB sponsorship written response
- Privacy Policy/Terms of Use
- LFA Board Applications
  - EV AGV: Elise Caraway (pending EV AGV quorum)
- Funding Applications
  - ABTA: SLO Wine Harvest on the Coast sponsorship (\$16,000)
  - O|N: TJA Marketing annual contract (\$18,400)

**Future Agenda Items**

- Updating the Bylaws

**Closing Comments**

**Adjournment**

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.