



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

**Wednesday, June 20, 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
  - H1 Caltrans letter
  - Privacy Policy
  - Carryforward
- Upcoming Events|deadlines
  - Board Meetings: July 25 (Laila gone) and August 22

**Discussion Items (20 minutes)**

- Strategy|Topic Discussion
  
- Committee Reports & Recommendations
  - Strategic: Building a marketing team through disciplines
  - Governance:
  - Marketing & STP:
    - Rural Road Trip campaign results
    - History & Heritage Trail feedback

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

- 2018|2019 Officers
- Thank you letter to CMT
- Contract renewal: Cheryl Rowe (support), Allison Palm (financials) and Katie Sturtevent (STP)
- Scopes of work: Building a marketing team through disciplines
- Certified Folder Summer Distribution
- LFA Board Applications
- Funding Applications
  - CTB: Managing Assistant 2-year renewal (\$84,000)
  - LO|Baywood: Solve marketing contract (\$20,000)
  - ABTA: TJA marketing contract (\$141,80) and 2-year admin contract (\$39,600)

**Future Agenda Items**

- 2018 | 2019 LFA Budgets
- 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.