



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

Wednesday, August 1, 2018, 12p – 2:00pm

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
 - AirBnB
 - Carryforward
- Upcoming Events|deadlines
 - Board Meetings: August 22 and September 26

Discussion Items (20 minutes)

- Strategy|Topic Discussion

- Committee Reports & Recommendations
 - Strategic: Building a marketing team through disciplines
 - Governance:
 - Marketing & STP:
 - Brad Rubin: Website update
 - H1 co-op and Dream Drive promo (SLO CAL and VCA)

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

- 2018|2019 Officers
- CBID Advisory Board application: Gary Setting
- Scopes of work: Building a marketing team through disciplines
 - PR, Strategic Marketing Support, Graphic Artist, Photography/video assets
- H1DR map: Certified Folder and CC Printing costs
- Letter to the County regarding AirBnB
- LFA Board Applications
- Funding Applications
 - EV AGV: Solve annual marketing contract (\$18,200)
 - CTB and SSTA Film Festival:
 - CTB: \$4,500 and submitted matching funds request for \$2,250
 - SSTA: \$1,500
 - SSTA and CTB H1 reopening co-op:
 - \$5,000 each with a \$5,000 matching from encumbered CBID SLO CAL co-op funds
 - Total of \$10,000 for CTB and \$10,000 for SSTA

Future Agenda Items

- 2018 | 2019 LFA Budgets
- SLO CAL TMD Renewal presentation to CBID and LFAs (TBD)

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.