



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

Wednesday, August 22, 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 (7/25 and 8/1)
- Financials | Balance Sheet, Administrator and Partner updates
 - AirBnB
 - Carryforward
- ESTO Conference recap
- Upcoming Events | deadlines
 - Board Meetings: September 26 and October 24
 - Quarterly meeting with SLO CAL: 8/27
 - BID Bunch Integration Summit and Media Day: 8/29 and 8/30

Presentation/s

Discussion Items (20 minutes)

- Strategy | Topic Discussion

- Committee Reports & Recommendations
 - Marketing & STP:
 - Building a marketing team through disciplines
 - BID Bunch team
 - Meet Hilary Townsend (PR)
 - Share updated H1DR map
 - Strategic: SLO CAL collaboration and BID Bunch Integration Summit
 - Governance:

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

- CAO Evaluation and COLA approval
- LFA Board Applications
- Funding Applications

Future Agenda Items

- Imperative #1: Evolve Leadership with LFAs
- Letter to the County regarding AirBnB
- 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.