



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

**Agenda**

**Wednesday, September 26, 2018, 12p – 2:00pm**

County Building 4<sup>th</sup> Floor, 1055 Monterey Street, San Luis Obispo, CA 93401

**Call to Order**

**Public Comment** (limited to 3 minutes per speaker)

**Administrative Items (15 minutes)**

- Roll Call (welcome Gary – he is official)
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
  - LFA recap and 2018 | 2019 LFA Budgets
  - BIG Funding approved
  - AirBnB
  - Carryforward
- Upcoming Events | deadlines
  - Board Meetings: October 24 / confirm holiday mtgs: November 28 and December 12 or 19

**Presentation/s**

**Discussion Items (20 minutes)**

- Strategy | Topic Discussion
  - BID Bunch Integration Summit outcomes (Lori Keller)
  - Strategic Marketing Plan presentation (Lori Keller)
- Committee Reports & Recommendations
  - Marketing & STP:
    - BID Bunch progress: All Agency/LFA admin meeting; launch website; launch photo/video portal; draft strategic marketing plan
    - Discuss restarting Marketing Sub-Committee meetings – who is interested?
  - Strategic: SLO CAL collaboration meeting outcomes; Tourism Economics research
  - Governance

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

- Strategic Marketing Plan and Marketing Budget
- LFA Board Applications
  - Ken Kelly, Avila Beach
- Funding Applications
  - CTB/SSTA/VAC: Eroica sponsorships (\$20,000/\$10,000/\$7,500 + \$7500 rest stop) and CTB matching fund request \$5,000
  - CTB: Cambria Art & Wine Festival sponsorship (\$5,000)
  - CTB: Christmas Market Shuttle (\$14,373)

**Future Agenda Items**

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