

**Unincorporated San Luis Obispo County
Tourism Business Improvement District Advisory Board (CBID)
Agenda
Wednesday, October 24, 2018, 1:00 – 3:00pm
Apple Farm, Harvest Room**

Call to Order

Public Comment (limited to 3 minutes per speaker)

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
 - o VAC 1st Street Beach Access letter to State Coastal Conservancy
 - o AirBnB
 - o Carryforward
- Upcoming Events | deadlines
 - o Board Meetings: November 28 (Bram gone) and December 19 (Laila gone)
 - o SLO CAL TMD Renewal presentation to BOS: November 6

Presentation/s

Discussion Items

- Strategy | Topic Discussion
 - o Strategic Marketing: Media Plan presentation from Ann Balboa, Orange 22
 - o Invite to future meeting: Christine Robertson, SLO CAL Advocacy and Destination Dev Plan
- Committee Reports & Recommendations
 - o Marketing & STP
 - BID Bunch progress
 - STP: H&H Trail project; CDSC progress
 - o Strategic and Governance

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

- LFA Board Applications
- Funding Applications
 - o SSTA: GoWest \$8,397
 - o SSTA: Chamber FAM funding \$10,000

Future Agenda Items

- BID Bunch: meet Josh Morris (Chromatic Collective) and Jaime Lewis
- 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.