



October 16, 2018
1:00pm – 2:30pm
Cavalier Butte Room
250 San Simeon Ave., San Simeon, CA

WELCOME & INTRODUCTION

PUBLIC COMMENT(S)

CORRESPONDENCE

APPROVAL OF MINUTES

SLO CBID MONTHLY REPORT

1. Review of the CBID Evaluation - Laila Kollmann

SOLTERRA CORE MARKETING MONTHLY REPORT

REPORTS/UPDATES:

1. Visitor Center Report – Jeanne Hueck
2. Alliance Partners Reports/Update
3. Eroica California Bike Ride
4. IPW 2019 Support for Hearst Castle

DISCUSSION:

Marketing Direction for 2019

ACTION ITEMS:

1. Trade Shows and Fams 2019
2. Cambria 2019 Art & Wine Festival

FUTURE AGENDA ITEMS:

Next Regular Advisory Board Meeting (Normal Meeting, 3rd Tuesday of the month)

Date and Time: December 18, 2018 @ 1:00pm

Location: Plaza Cove meeting Room