



**Unincorporated San Luis Obispo County
Tourism Business Improvement District Advisory Board (CBID)
Agenda
Wednesday, November 28, 12 – 2pm
Apple Farm, Harvest Room**

Call to Order

Public Comment (limited to 3 minutes per speaker)

Administrative Items (15 minutes)

	<ul style="list-style-type: none"> • Roll Call
A-1	<ul style="list-style-type: none"> • Consent Agenda – Minutes
A-2	<ul style="list-style-type: none"> • Financials Balance Sheet, Administrator and Partner updates
	<ul style="list-style-type: none"> • Upcoming Events deadlines <ul style="list-style-type: none"> ○ Board Meetings: November 28 (Bram gone) and December 19 (Laila gone) ○ Coraggio Group Portland on December 3 - 5

Presentation/s

Discussion Items

	<ul style="list-style-type: none"> • Strategy Topic Discussion
B-1	<ul style="list-style-type: none"> ○ Coraggio Travel Oregon agenda
	<ul style="list-style-type: none"> • Committee Reports & Recommendations <ul style="list-style-type: none"> ○ Marketing & STP <ul style="list-style-type: none"> ▪ BID Bunch: <ul style="list-style-type: none"> • Campaign 1: Open for Anything • PR support role ▪ STP: Coastal Discovery Celebration; launch of Campaign 2 ○ Strategic and Governance

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

	<ul style="list-style-type: none"> • County resolution: AirBnB and Carryforward
C-1	<ul style="list-style-type: none"> • Media Authorization and Invoicing
C-2	<ul style="list-style-type: none"> • UTM prep/generation/report
C-3	<ul style="list-style-type: none"> • Updated PR Scopes and annual Cision subscription • LFA Board Member Applications
C-4	<ul style="list-style-type: none"> • Funding Applications <ul style="list-style-type: none"> ○ VAC: Sea Glass Festival sponsorship \$7,000

Future Agenda Items

- Christine Robertson, SLO CAL Advocacy and Destination Development Plan
- BID Bunch: meet Josh Morris (Chromatic Collective) and Jaime Lewis
- Imperative #1: Evolve Leadership with LFAs
- 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.