



**Unincorporated San Luis Obispo County  
Tourism Business Improvement District Advisory Board (CBID)  
Agenda  
Wednesday, January 23 (12pm – 2:30pm)  
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
  - Vacation Rental update
- Upcoming Events | deadlines
  - Board Meetings: February 27; March 27

**Presentation/s and Discussion Items**

- Strategy | Topic Discussion
  - Imperative #1: Evolve Leadership with LFAs
    - LFA Integration | Matthew Landkamer, Coraggio Group (12:15pm – 1pm)
- Committee Reports & Recommendations
  - Marketing & STP
    - BID Bunch:
      - Campaign 1: Media Reporting and PR update
      - Campaign 2: Coastal Discovery Celebration launched on 1/14/19
      - Implementation support scope: Lori Ritchie
  - Strategic and Governance

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

- County resolution of AirBnB and Carryforward amounts
- Scope for BID Bunch implementation support
- SLO CAL partnership: UGC vendor (Chute to Crowdriff)
- LFA Board Member Applications
  - New – O|N: Danielle Bronson; LO|B: Katie Lee Armstrong
  - Renewals – CTB: Karen Cartwright; O|N: Linda Austin and Kevin B.
  - Resignations – O|N: Dena Bellman; LO|B: Bill Lee
- Funding Applications
  - SSTA: Friends of the Elephant Seals promo materials printing and CF dist \$9,793
  - VAC: Social Media marketing and photo assets \$19,200

**Future Agenda Items**

- Christine Robertson, SLO CAL Advocacy and Destination Development Plan (February)
- BID Bunch: meet Josh Morris (Chromatic Collective) and Jaime Lewis
- 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.