



**Unincorporated San Luis Obispo County  
Tourism Business Improvement District Advisory Board (CBID)  
Agenda  
Wednesday, February 27 (12pm – 2:30pm)  
County Building, 1055 Monterey Street, Admin offices, 4<sup>th</sup> Floor**

**Call to Order**

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

**Presentation/s**

- BID Bunch: meet Josh Morris and Jaime Lewis
- Cambria and San Simeon LFA Funding: American Legion July 4<sup>th</sup> Celebration

**Administrative Items (15 minutes)**

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
  - CBID Renewal Sequence of Events
- Upcoming Events | deadlines
  - Board Meetings: March 27; April 24

**Discussion Items**

- Strategy | Topic Discussion
  - Mid-Year Strategic Marketing Progress Report
  - New Roll-up Report
- Committee Reports & Recommendations
  - Marketing & STP
    - Imperative #1 Evolve Leadership with LFAs: Outcome of All Agency input session
    - BID Bunch: Evolved structure
  - Strategic and Governance

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

- County resolution of AirBnB and Carryforward amounts
- SLO CAL partnership: UGC vendor Crowdriff
- History & Heritage flier printing and delivery
- LFA Board Member Applications
  - New – Katie Lee Armstrong (Los Osos | Baywood)
- Funding Applications
  - CTB & SSTA: American Legion July 4<sup>th</sup> Celebration sponsorship (\$4,000 and \$4,000)
  - SSTA: SS Chamber Visitor Center/Fulfillment Admin Support (\$43,650)

**Future Agenda Items**

- Derek Kirk, SLO CAL Advocacy and Destination Development Plan
- 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.