



**Unincorporated San Luis Obispo County
Tourism Business Improvement District Advisory Board (CBID)
Agenda
Wednesday, March 27 (12pm – 2:30pm)
Apple Farm, Harvest Room**

Call to Order

Public Comment (limited to 3 minutes per speaker)

Presentation/s

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
 - Highway1 DMO discussion
- Upcoming Events | deadlines
 - Board Meetings: April 24th and May 22nd
 - Form 700 due April 2, 2019
 - SLO CAL 2019 Destination Summit 5/9 11am – 4:30pm (confirm who wants a \$45 ticket)

Discussion Items

- Strategy | Topic Discussion
 - 2019 | 2020 Strategic Marketing Plan Key Initiatives discussion
- Committee Reports & Recommendations
 - Marketing & STP
 - Meet our newest BID Bunch team member - Lori Ritchey
 - February Roll-Up Report
 - Upcoming PR Media Missions
 - CrowdRiff UGC training and launch
 - Strategic and Governance

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

- Scope for Marketing Plan development
- LFA Board Member Applications
 - Renewal – Leigh Woolpert and Jena Wilson (EV | AGV)
- Funding Applications
 - CTB & SSTA: American Legion July 4th Celebration sponsorship – Marketing Plans
 - Several applications under \$4,999

Future Agenda Items

- CTB(\$15000) & SSTA(\$4500): Scarecrow Festival funding (CTB considering matching fund request)
- 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.