



**Unincorporated San Luis Obispo County
Tourism Business Improvement District Advisory Board (CBID)
Agenda
Wednesday, April 24 (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
 - Update on BIG projects and funding
 - Highway 1 wish list meeting with SLO CAL
- Upcoming Events | deadlines
 - Board Meetings: May 22nd and June 26th (June 19th is also an option)
 - SLO CAL 2019 Destination Summit 5/9 11am – 4:30pm (Laila, Shirley, Gary, Nikki)
 - CBID Renewal Public meeting at BOD 5/14 (time TBD)

Discussion Items

- Strategy | Topic Discussion
 - BID Bunch summit outcomes
 - 2019 | 2020 Strategic Marketing draft budget
- Committee Reports & Recommendations
 - Marketing & STP
 - H1DR map discussion
 - March Roll-Up Report
 - Strategic and Governance

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

- LFA Board Member Applications
 - New – Amber Martin (CTB)
- Funding Applications
 - CTB (\$15,000) & SSTA (\$4,500): Scarecrow Festival funding and matching fund request

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.