



**Unincorporated San Luis Obispo County  
Tourism Business Improvement District Advisory Board (CBID)  
Agenda  
Wednesday, May 22 (12pm – 2:30pm)  
Apple Farm, **Garden 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
  - 2018 Annual Report
  - Discuss board meeting schedule
  - CBID Renewal and SLO CAL 2019 Destination Summit
  - New LFA admins on board in LO and Cayucos
- Upcoming Events | deadlines
  - Board Meetings: June 19<sup>th</sup> (3<sup>rd</sup> Wed) and July 24<sup>th</sup>

**Discussion Items**

- Strategy | Topic Discussion
  - 2019 | 2020 Strategic Marketing draft plan (Lori Keller and Cheryl Cuming)
- Committee Reports & Recommendations
  - Marketing & STP
    - April Roll-up Report
  - Strategic and Governance

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

- 2019 | 2020 Strategic Marketing draft plan and budget
- BIG Funding letter
- CAO COLA
- LFA Board Member Applications
  - Renewal – Charles Crellin ABTA
  - Resigned – Marna Lombardi (O/N), Jayesh Patel (VAC), Pat Goetz (EV AGV)
- Funding Applications
  - ABTA: Visitor TV \$7,140
  - CTB: Arthritis Bike Ride sponsorship \$8,375

**Future Agenda Items**

- Revisit Bylaws (June)
- Derek Kirk, SLO CAL Advocacy and Destination Development Plan (July or August)
- 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.