



**Unincorporated San Luis Obispo County  
Tourism Business Improvement District Advisory Board (CBID)  
Agenda  
Wednesday, May 22 (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
  - SLO CAL co-op: Google DMO and H1 Wishlist Content Curator
  - Discuss board meeting schedule
- Upcoming Events | deadlines
  - Board Meetings: July 24<sup>th</sup> and August 21 (3<sup>rd</sup> Wednesday)

**Discussion Items**

- Strategy | Topic Discussion
  - 2019 | 2020 Media Architecture
  - CBID By-laws
- Committee Reports & Recommendations
  - Marketing & STP
  - Strategic and Governance

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

- 2019 | 2020 BID Bunch scopes
- 2019 | 2020 Stewardship scope
- 2019 | 2020 H1DR map: Certified Folder and CCP contracts
- LFA Board Member Applications
  - New – Alicia Cocks and Tom Halen (EV AGV)
  - Renewal – Toni LeGras, Carol Kramer, Richard Shannon (VAC)
- Funding Applications
  - ABTA: TJA annual marketing contract renewal **and** Harvest on the Coast sponsorship
  - VAC: Danna Coy/Danna Joy Images (\$37,200) **and** Danielle Dubow LFA admin (\$9,000)
  - VLOB: SOLVE annual marketing contract renewal (\$35,000)
  - EV AGV: SOLVE annual marketing contract renewal **and** SLO Wine annual partnership

**Future Agenda Items**

- 2019 | 2020 Media Plan (July)
- Derek Kirk, SLO CAL Advocacy and Destination Development Plan (August)
- SLO CAL TMD Renewal presentation to CBID and LFAs (TBD)
- CAO contract renewal (expires 12/2019)

**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.