



**Unincorporated San Luis Obispo County
Tourism Business Improvement District Advisory Board (CBID)**

Agenda

Wednesday, January 27, 2021 (12pm – 1:30pm)

Virtual Meeting (Cheryl will share her screen)

<https://zoom.us/j/96126348046?pwd=NFhNWUw4ajlLM0hmaGZ4c1ZtM0Y0QT09>

Meeting ID: 961 2634 8046 Passcode: 183317

One tap mobile: +16699006833,,96126348046#,,,,*183317

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
 - Brown Act amendment effective 1/1/2021
 - SLO Coast Wine Board of Directors
- Upcoming Events | deadlines
 - Board Meetings: February 24 and March 24

Discussion Items

- Strategy | Topic Discussion
 - Mid-Year Roll-up: Lori Keller and Lori Ritchey
- Marketing & Stewardship Travel for Good
 - Season of Coastal Discovery launch

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

- LFA Board Member Applications
 - Oceano/Nipomo: Danielle Bronson and Clare Class
- Funding Applications
 - VAC: Danna Coy social and photography services (\$21,000)
 - VLOB: Wildcat Marketing contract extension (final amount to be confirmed in VLOB on 1/26)

Future Agenda Items

- Board Succession

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.