



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

Agenda

Wednesday, February 24, 2021 (12pm – 1:30pm)

Virtual Meeting (Cheryl will share her screen)

[https://zoom.us/j/94691851160?pwd=T3JBYThhSGZsMy94K0h5Y0pqR0t6Zz09+16699006833,,94691851160#,,,,*914478# US \(San Jose\)](https://zoom.us/j/94691851160?pwd=T3JBYThhSGZsMy94K0h5Y0pqR0t6Zz09+16699006833,,94691851160#,,,,*914478# US (San Jose))

Call to Order

Public Comment (limited to 3 minutes per speaker)

Presentation/s Annie Frew, SLO CAL Advocacy, Highway 1 Closure and Oceano Dunes SVRA

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
 - Missed reforecast by (\$3,000) for January 2021
 - Form 700 due 4/1/2021
- Upcoming Events | deadlines
 - Board Meetings: March 24 and April 28

Discussion Items

- Strategy | Topic Discussion
- Marketing & Stewardship Travel for Good
 - Lori Keller and Brad Rubin/Vintgage: SEO Update

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

- LFA Board Member Applications
- Funding Applications
 - CTB: Beautify Cambria TRPR program (\$720)

Future Agenda Items

- Scarecrow Festival Funding for CTB, Matching Funds and SSTA (March)
- 21 | 22 Marketing Planning and Budget Forecast (March/April/May)
- Board Succession

Closing Comments

Adjournment