



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

Agenda

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

Virtual Meeting (Cheryl will share her screen)

<https://zoom.us/j/95949328553?pwd=SUZqWUIWQTILzV0eFVtd2xsaURFUT09>

+16699006833,,95949328553#,,,,*129847# US (San Jose)

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
 - Highway 1 update
 - February finished strong
 - Direction for 21 | 22 income forecasting
- Upcoming Events | deadlines
 - Board Meetings: April 28 and May 26
 - CBID Renewal – Sequence of Events
 - Form 700 due 4/1/2021

Discussion Items

- Strategy | Topic Discussion
 - Lori Keller, Strategic Direction and FY Marketing Strategy
- Marketing & Stewardship Travel for Good
 - Spring Media Plan
 - Roll up Report
 - H1DR was mentioned in Reader's Digest!

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

- John King's resignation
- Spring Media Spend
- LFA Board Member Applications
 - VAC: Toni LeGras, Richard Shannon, Carol Kramer
- Funding Applications
 - CTB and SSTA: Scarecrow Festival Funding and Matching Funds
 - VLOB: Wildcat admin services contract renewal

Future Agenda Items

- 21 | 22 Marketing Planning and Budget (March/April/May)
- 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.