



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

Agenda

Wednesday, May 26, 2021 (12pm – 2:30pm)

Virtual Meeting (Cheryl will share her screen)

<https://zoom.us/j/99116847427?pwd=Mmt3QUpmRnFxUkgrejhWUTRkSXBXUT09>

Meeting ID: 991 1684 7427 Passcode: 061148

+16699006833,,99116847427#,,,,*061148# 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
 - CBID Annual Renewal
 - SLO CAL Event and Festivals Strategy MOU
- Upcoming Events | deadlines
 - Board Meetings: June 23 and July 28

Discussion Items

- Strategy | Topic Discussion
 - 21 | 22 Marketing & Media Plan – Lori Keller and Ann Balboa
- Marketing Roll-up Report & Stewardship Travel for Good

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

- BID Bunch scopes and CrowdRiff contract
- 21 22 Marketing Plan
- 21 22 Budget
- CBID Advisory Board Member Application – Aaron Graves
- LFA Board Member Applications
- Funding Applications
 - CTB: A&H 2-year marketing contract
 - ABTA: TJA marketing contract renewal
 - O/N: LFA admin renewal
 - O/N: TJA marketing contract renewal

Future Agenda Items

- LFA Board Member Application: VLOB Katie Lee
- EV AGV marketing contract, VAC marketing & social contract, VLOB marketing contract

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.