



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

Agenda

Wednesday, June 23, 2021 (12pm – 2:30pm)

Virtual Meeting (Cheryl will share her screen)

<https://zoom.us/j/95549861274?pwd=U0U3djNGZ2RDK2FLV2VvMW1CYkFMUT09>

Meeting ID: 955 4986 1274 Passcode: 676900

+16699006833,,95549861274#,,,,*676900# US (San Jose)

Call to Order – welcome Aaron Graves

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
 - LFA 21 22 budgets
- Upcoming Events | deadlines
 - Board Meetings: July 28 (in person at the CPL) and August 25 (TBD)

Discussion Items

- Strategy | Topic Discussion
- Marketing Roll-up Report & Stewardship Travel for Good
 - SLO CAL co-op offerings

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

- LFA Board Member Applications
 - VAC: Melissa Kurry
 - EV AGV: Leigh Woolpert
- Funding Applications
 - CTB: Arthritis Foundation sponsorship & matching funds
 - CTB: Lawn Bowling sponsorship & matching funds
 - VAC: Danna Joy social & photography contract renewal
 - VAC: Wildcat Marketing contract renewal
 - VLOB: Wildcat Marketing contract renewal
 - EV AGV: Big Red Marketing contract renewal

Future Agenda Items

- Marketing 20 21 FY Recap Roll-up Report (July with Team Lori)
- LFA Board Member Application: VLOB Katie Lee and SSTA (3 members)
- LFA Funding Applications: VAC Danielle Dubow admin services contract renewal

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.