



**Unincorporated San Luis Obispo County
Tourism Business Improvement District Advisory Board (CBID)
Agenda
Wednesday, January 26, 2022 (12pm – 2pm)
Zoom**

Call to Order

Public Comment (limited to 3 minutes per speaker)

Presentation/s

- **Melissa Murray, SLO CAL**, Events & Festivals Strategy

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
- Upcoming Events | deadlines
 - Board Meetings: February 23, 2022 (CPL), March 23 (CPL)
 - Form 700 due April 1, 2022

Discussion Items

- Strategy/Topic Discussion
 - Lori Keller & Lori Ritchey: Mid-year Roll-up Report
- Marketing & Stewardship Travel for Good

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

- SLO CAL Events & Festival Strategy Commitment to Collaborate
- Contingency & Reserve Policy language and dollar amount
- LFA Board Member Applications
 - CTB: Karen Cartwright and George Marschall
- Funding Applications
 - Oceano Nipomo: Tourism Oriented Signage (\$4,000)

Future Agenda Items

- March: BID Bunch: Hilary talks about our Media Mission strategy
- Western Monarch Trail interpretive signage project (SS, CAM, CAY, Baywood, LO, Nipomo)
 - \$2,600 in funding approved on 1/18 by Nipomo

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.