



**Unincorporated San Luis Obispo County
Tourism Business Improvement District Advisory Board (CBID)
Agenda
Wednesday, February 23, 2022 (12pm – 2pm)
Cambria Pines Lodge**

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
 - CA Coastal Commission LO VR letter
 - SLO Wine Collective grant letter of support
- Upcoming Events | deadlines
 - Board Meetings: March 23 (CPL), April 27 (CPL)
 - Form 700 due April 1, 2022

Discussion Items

- Marketing & Stewardship Travel for Good
 - Roll-Up Report

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

- CBID Annual Renewal Sequence of Events
- LFA Board Member Applications
 - EV AGV: Elizabeth Thompson
- Funding Applications
 - Cambria: Historic Sign Restoration (\$2,600); Cambria Lawn Bowls 4-person tournament (\$2,500); Cambria Lawn Bowling Open 3-pairs tournament (\$2,500); Cambria Skatepark Skate Day (\$2,000)
 - Los Osos | Baywood: Wildcat Marketing addendum (\$4,200)

Future Agenda Items

- March: BID Bunch: Hilary talks about our Media Mission strategy
- Strategic Direction evolution
- Cambria Art & Wine Festival postponement
- Western Monarch Trail interpretive signage project

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.