



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

Agenda

Wednesday, March 23, 2022 (12pm – 2pm)

Cambria Pines Lodge

Call to Order

Public Comment (limited to 3 minutes per speaker)

Presentation/s

BID Bunch: Hilary talks about our Media Mission strategy and FY highlights

Kristine Howland: Western Monarch Trail interpretive signage project

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
- Upcoming Events | deadlines
 - Board Meetings: April 27 (CPL), May 18 (CPL)
 - Form 700 due April 1, 2022
 - CBID Renewal BOS meeting dates: 4/19 ROI and 5/17 public meeting

Discussion Items

- Strategy/Ideation Topic
 - 22 | 23 budget collection projection
 - Evolve our 5-year Strategic Plan
- Marketing & Stewardship Travel for Good
 - Roll-Up Report

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

- H1 map collateral QR code test
- LFA Board Member Applications
- Funding Applications

Future Agenda Items

- April: Strategic Marketing Outline and Draft 22 | 23 Budget, June contract renewals
- Coastal Farms & Farmer's of the Sea
- Cambria Art & Wine Festival postponement

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.