



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

Agenda

Wednesday, April 27, 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
- Upcoming Events | deadlines
 - Board Meetings: May 18 (CPL), June 22
 - CBID Renewal BOS meeting dates: ROI approved; 5/17 public meeting

Discussion Items

- Strategy/Ideation Topic
 - 22 | 23 Strategic Marketing Approach
 - 22 | 23 draft budget
- Marketing & Stewardship Travel for Good
 - Roll-Up Report

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

- CBID Contract renewals: CrowdRiff; Allison Palm
- LFA Board Member Applications
- Funding Applications
 - CTB: Managing Assistant; Arthritis Bike Ride
 - ABTA: Administrator
 - VAC: Eroica start and finish
 - VLOB: Shadetree marketing
 - SSTA: Solterra marketing

Future Agenda Items

- May: Strategic Marketing Plan; 22 | 23 Budget approval; Scarecrow Festival funding
- June: 22 | 23 Media Plan presentation from Ann Balboa; PR transition plan

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.