



**Unincorporated San Luis Obispo County
Tourism Business Improvement District Advisory Board (CBID)
Agenda
Wednesday, May 18, 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
 - CTB CCSD letter of support
- Upcoming Events | deadlines
 - Board Meetings: June 22, July 27

Discussion Items

- Strategy/Ideation Topic
 - 22 | 23 Strategic Marketing plan, Lori Keller
- Marketing & Stewardship Travel for Good
 - Roll-Up Report

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

- 22 | 23 Marketing Plan
- 22 | 23 Budget
- LFA Board Member Applications
 - CTB: Amber Martin (resignation)
 - EV AGV: Elisa Carraway (renewal); Sara Hames (new)
- Funding Applications
 - CTB: A&H Marketing Addendum
 - CTB and SSTA: Scarecrow Festival
 - VAC: Shadetree and Danna Joy marketing contract renewals; July 4th event sponsorship

Future Agenda Items

- June: 22 | 23 Media Plan presentation from Ann Balboa; PR transition plan
- Event Matching Fund policy

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.