



**Unincorporated San Luis Obispo County
Tourism Business Improvement District Advisory Board (CBID)
REVISED Agenda
Wednesday, June 22, 2022 (12pm – 2pm)
Cambria Pines Lodge**

Call to Order

Confirm addition of SLO CAL item

Public Comment (limited to 3 minutes per speaker)

Presentation/s Meet Kirstin Koszorus, K2 Public Relations

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
- Upcoming Events | deadlines
 - Board Meetings: July 27, August 24 (confirm)

Discussion Items

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

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

- PR scopes – Kirstin, Hilary and Katie
- LFA 22 | 23 budgets
- LFA imperative addendum for Orange 22
- SLO CAL's Coalition per diem advocacy letter
- LFA Board Member and Funding Applications
 - VLOB: Monarch Butterfly Ball sponsorship
 - EV AGV: Big Red Marketing contract renewal; SLO Coast Wine Collective partnership

Future Agenda Items

- July: Event Matching Fund policy; 22 | 23 content and website strategy, Lori Ritchey; WMT funding

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.