



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

Agenda
Wednesday, August 24, 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
 - Hotel Performance Trends (provided by SLO CAL | Tourism Economics)
- Upcoming Events | deadlines
 - Board Meetings: September 28, October 26 and December 7 (Nov/Dec combo mtg)

Discussion Items

- Strategy/Ideation Topic
 - Lori R: 21 | 22 Fiscal Year Roll-Up, H1 Road Trip launch, and 22 | 23 Content Strategy
- Marketing & Stewardship Travel for Good
 - QR code map brochure test

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

- Western Monarch Trail interpretive signage
- LFA Board Member and Funding Applications
 - VAC: Melissa Kurry (renewal)
 - ABTA: Cycle Central Coast sponsorship (\$15,950); Harvest on the Coast (\$26,000)

Future Agenda Items

- Event Matching Fund policy (September)

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.