



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

Agenda
Wednesday, September 28, 2022 (12pm – 2pm)
Cambria Pines Lodge

Call to Order

Public Comment (limited to 3 minutes per speaker)

Presentation - Supervisor Bruce Gibson, Vet's Hall Restoration

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
 - New lodging property in Cayucos – The Pacific
 - SLO CAL Resident Tourism Sentiment Research co-op
- Upcoming Events | deadlines
 - Board Meetings: October 26 and December 7 (Nov/Dec combo mtg)

Discussion Items

- Strategy/Ideation Topic
 - Matching Fund & Event Focus Fund policies
 - Vision Summit and Workshops – who, when, where
- Marketing & Stewardship Travel for Good
 - Roll-up Report
 - QR code map brochure test

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

- LFA Board Member and Funding Applications
 - ABTA: Golda Escalante (renewal)
 - VAC: Vet's Hall Restoration B&I funding (\$60,000)

Future Agenda Items

- CTB & SSTA: Blendfest 2023 funding (October)
- Kirstin|PR mid-year report (December)

Closing Comments

Adjournment