



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

**Agenda
Wednesday, October 26, 2022 (12pm – 2pm)
Cambria Pines Lodge**

Call to Order

Public Comment (limited to 3 minutes per speaker)

Presentation Katie Sturtevant: Bi-Annual Travel for Good recap

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
 - Hearst Foundation
 - SLO CAL Destination Summit November 10 – confirm CBID | H1RT table
- Upcoming Events | deadlines
 - Board Meetings: December 7 (Nov/Dec combo mtg), January 25, 2023
 - Vision Summit completed; Workshops scheduled 11/16 – 11/18 (times TBD)

Discussion Items

- Strategy/Ideation Topic
 - Board Succession
- Marketing & Stewardship Travel for Good
 - Roll-up Report

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

- Lori Ritchey Expanded Scope
- SLO CAL Resident Tourism Sentiment Research co-op
- LFA Board Member and Funding Applications
 - CTB: Steve Kniffen (new)
 - CTB | SSTA: BlendFest (\$10,000 each with \$2,500 each requested matching funds)

Future Agenda Items

- Kirstin|PR mid-year report (December)
- Matching Fund program assessment for 22 | 23

Closing Comments

Adjournment