

CBID | Unincorporated SLO County TBID

Strategic Direction: Vision Summit

October 14, 2022

Cambria Pines Lodge 8:30a – 12pm

The purpose of the Vision Summit is to gather input from a broad selection of stakeholders on the direction the CBID should take in its next strategic plan. While no decisions will be made in this meeting, we will gather input that the planning team will use to shape its decisions.

Review the CBID's North Star

60 min

We will review the Vision, Mission, Values, Position, and Reputation that were included in the CBID's last Strategic Plan, and consider whether changes in the organization's role or circumstances necessitate any updates

Brainstorm 1: External

60 min

What ideas do we have about the impacts the CBID can have on the regional visitor economy? What outcomes would we like to see?

Brainstorm 2: Internal

60 min

Given the future we described in Brainstorm 1, what implications does that have for how the CBID operates? What does it mean for Local Fund Areas?

Attendees:

CBID Advisory Board: Bram Winter, Gary Setting, Aaron Graves

Local Fund Areas Boards and Administrators: Elisa Carraway, Karen Cartwright, George Marschall, Jill Jackson, Kendrick Kelly, Toni Legras, Melissa Kurry, Danielle Dubow

Curtis Armstrong, Linda Austin, Jim Bahringer, Elizabeth Thompson

Others: Lori Keller, Matthew Landkamer, Cheryl Cuming