



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

Agenda
Wednesday, December 7 (12pm – 2pm)
Cambria Pines Lodge

Call to Order

Public Comment (limited to 3 minutes per speaker)

Presentation Melissa Murray, SLO CAL Welcome: Customer Service Training Program and Events & Festival update

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
 - Strategic Visioning and Workshop outcomes and next steps
- Upcoming Events | deadlines
 - Board Meetings: January 25, 2023, February 22

Discussion Items

- Strategy/Ideation Topic
 - PR mid-year stats & progress report – Kirstin, K2 Public Relations
- Marketing & Stewardship Travel for Good
 - Roll-up Report
 - Launch Season of Coastal Discovery campaign in early January 2023

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

- Recommendations on how to invest the unspent rack card budget
- LFA Board Member and Funding Applications
 - EV AGV: Alicia Cooks board renewal; Tom Halen resigned effective 12/31/2022
 - CTB: Eroica (\$50,000 with \$5,000 requested matching funds)
 - EV AGV: LFA administrator (\$9,000 for 2 years)

Future Agenda Items

- Strategic Direction (January)
- Tracy Campbell, SLO CAL: Advocacy 2023 (February)
- BID Bunch: Focus on Social Media (March 2023)
- Matching Fund program assessment for 22 | 23

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.