



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

**MEETING CANCELLED**

**Agenda**

**Wednesday, January 25, 2023 (12pm – 2pm)**  
Cambria Pines Lodge

**Call to Order**

**Public Comment** (limited to 3 minutes per speaker)

**Presentation**

**Administrative Items** (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
  - Mid-year financials
  - 2023 Board meeting schedule
- Upcoming Events | deadlines
  - Board Meetings: February 22, March 22

**Discussion Items**

- Strategy/Ideation Topic
  - Strategic Visioning outcomes – Matthew Landkamer, Whereabout (via Zoom)  
<https://us06web.zoom.us/j/82641307036?pwd=Smd1RVJzaE03Ykk0dWZNLy96SkVxQT09>
- Marketing & Stewardship Travel for Good
  - Mid-year Roll-up report – Lori Ritchey and Lori Keller

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

- Strategic Direction
- LFA Board Member and Funding Applications
  - TBD

**Future Agenda Items**

- 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.