



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

Agenda
Wednesday, February 22, 2023 (12:00pm – 2pm)
Cambria Pines Lodge

Meeting Cancelled - No Quorum

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
 - State Employee Short Term Lodging Per-Diem Rates
 - Oceano Dunes: Scenario Planning Workshop with SLO CAL & Resonance
 - 2023 Board meeting schedule
- Upcoming Events | deadlines
 - Board Meetings: March 22 & April 26
 - Form 700 filing due April 3
 - Ethics Training

Discussion Items

- Marketing & Stewardship Travel for Good
 - Mid-year Roll-up report: Lori Ritchey
- Strategy/Ideation Topic
 - Visitor Forecast and 2023 Trends: Lori Keller
 - Visioning outcomes and Strategic Direction: Matthew Landkamer, Whereabout

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

- Strategic Direction
- H1RT Totes for Visiting Journalists
- LFA Board Member Applications
 - EV AGV: Karen Reed (new)
 - CTB: Greg Pacheco, Jim Bahringer (renewals)
 - O/N: Linda Austin, Kevin Beauchamp (renewals)
- LFA Funding Applications
 - CTB: Lawn Bowling (2 applications for \$2,500 each or \$5,000 total)

Future Agenda Items

- Tracy Campbell, SLO CAL: Advocacy 2023 (April)
- BID Bunch: Focus on Social Media (April)
- 23 | 24 Budget and Marketing Plan (May and June)

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.