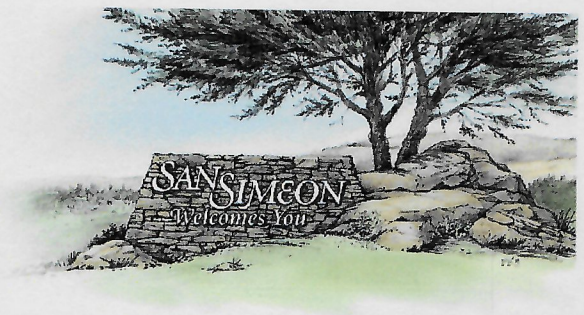


AGENDA

February 21, 2023
1:00pm-2:30pm
Cavalier Cove Room
250 San Simeon Ave.
San Simeon, CA



WELCOME & INTRODUCTIONS

PUBLIC COMMENT(S)

CORRESPONDENCE

1. Solterra billing

APPROVAL OF MINUTES

SLOCBID MONTHLY REPORT

CORE MARKETING REPORT & RECAP

REPORTS/UPDATES:

1. ALLIANCE PARTNER'S REPORTS/UPDATES

DISCUSSION ITEMS:

1. Scarecrow Festival Report
2. BlendFest Feb. 23-26, 2023 – Update
3. Highway One Closure
4. 2023-24 Budget discussions

ACTION ITEMS:

1. SLOCBID LAF Imperative -Search Engine Media & Social Media
Extension through June 30, 2023

FUTURE AGENDA ITEMS

Next Regular Advisory Board Meeting (Normal Meeting, 3rd Tuesday of the month)
Date & Time: March 21, 2023 @ 1:00pm

Brown Act Notice: Meetings of the Unincorporated County Tourism Business Improvement District (CBID) Advisory Board and the affiliated Local Fund Area boards are subject to the requirements of the Brown Act. In response to those requirements, this agenda is being posted as a public notice. The Board welcomes public participation in its meetings. The agenda includes time for public comments on general items and for specific issues on the agenda. Speaker are limited to 2 minutes each. State law does not allow the Board to discuss or take action on issues not on the agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriated by the Board.

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the district administrator at least 48 hours in advance of the meeting.