



**Unincorporated San Luis Obispo County
Tourism Business Improvement District Advisory Board (CBID)
Agenda
Wednesday, April 26, 2023 (12:00pm – 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
 - Strategic plan alignment and collaboration discussion with Cathy | SLO CAL
- Upcoming Events | deadlines
 - CBID Annual Renewal public meeting May 16th
 - Board Meetings: May 31 (note: 5th Wednesday) and June 28th
 - Ethics Training

Strategy/Ideation Topic

- Looking Ahead – Marketing focus for 23 | 24 (Lori Keller)

Discussion Items

- 23 | 24 draft Budget
 - Assess Matching Funds program
- Marketing & Stewardship Travel for Good
 - Roll-up report

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

- CAO COLA
- LFA Board Member Applications
 - O/N: Danielle Bronson (resignation); Roger Jacobs (new)
- LFA Funding Applications
 - Cambria: Marketing RFP
 - Avila Beach: Marketing RFP
 - Oceano | Nipomo: Dana Adobe Demo Mission Orchard Project (\$4,900); Welcome Olde Towne Nipomo signage (\$9,300); S. Rowe's admin contract 2-year renewal (\$19,800)
 - SSTA: American Legion July 4th celebration (\$4,500)

Future Agenda Items

- Marketing Plan and 23 | 24 Budget; BID Bunch contract renewals (May)
- BID Bunch: Media Plan with Ann and Social Media with John & Claudia (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.