



**Unincorporated San Luis Obispo County  
Tourism Business Improvement District Advisory Board (CBID)  
Agenda  
Wednesday, May 31, 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
  - CBID Year End Report and Annual Renewal
- Upcoming Events | deadlines
  - Board Meetings: June 28<sup>th</sup>; July mtg to be confirmed in June
  - Ethics Training

**Strategy/Ideation Topic**

- FY 23 | 24 Marketing Plan

**Discussion Items**

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

- 23 | 24 Marketing Plan
- 23 | 24 Budget, including BID Bunch
- LFA Board Member Applications
  - VAC: 4 renewals
- LFA Funding Applications
  - Cambria & SSTA: Scarecrow
  - Cambria: Arthritis Ride sponsorship
  - Cayucos: renewal of admin, marketing, and social contracts
  - EV | AGV: renewal of marketing contract; marketing liaison
  - Los Osos: Renewal of admin and marketing contracts

**Future Agenda Items**

- BID Bunch: Media Plan with Ann and Social Media with John & Claudia (June)
- CBID Chair term and board succession (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.