



**Unincorporated San Luis Obispo County  
Tourism Business Improvement District Advisory Board (CBID)  
Agenda  
Wednesday, June 28, 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
- Upcoming Events | deadlines
  - Board Meetings: July (dark for summer); August 23
  - Ethics Training

**Strategy/Ideation Topic**

- FY 23 | 24 Media Strategy, Ann | Orange 22
- FY 23 | 24 Social Strategy, John & Claudia | TJA

**Discussion Items**

- Marketing | May Roll-Up report

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

- CBID Incoming Chair, Gary Setting
- LFA 23 | 24 Budgets
- LFA Board Member Applications
  - Oceano | Nipomo update
- LFA Funding Applications
  - Cambria: Lions Foundation PB Lens enclosure \$25,000; Pickleball bleachers \$3,385; American Legion July 4<sup>th</sup> celebration \$4,500
  - San Simeon: Lions Foundation PB Lens enclosure \$25,000
  - Avila Beach: Outrigger event sponsorship \$4,500
  - Oceano|Nipomo: Shadetree admin \$21,038 (2 yrs) and TJA Marketing contract renewal \$130,000 (2 yrs)

**Future Agenda Items**

- 22 | 23 FY Marketing Roll-Up Report (August)

**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.