



**Unincorporated San Luis Obispo County  
Tourism Business Improvement District Advisory Board (CBID)  
Agenda  
Wednesday, August 23, 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: September 27, October 25 and Nov | Dec meeting on 12/6
  - Ethics Training

**Strategy/Ideation Topic**

- FY 22 | 23 Marketing Roll-up, Lori Ritchey

**Discussion Items**

- FY 23 | 24 Content Strategy and Small Towns | Big Adventures campaign, Lori R.
- Marketing | Kirstin's maternity leave

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

- CBID Advisory Board Renewals
- LFA Board Member Applications
  - AB: Golda Escalante (resigning); Mindy Hunter (new)
  - LO: Pandora Nash-Karner and Curtis Armstrong (renewals)
- LFA Funding Applications
  - Cambria: Art & Wine Festival (\$10,000); Skatepark bathrooms (\$47,500); Santa Rose Schoolhouse & Ed Center driveway, bus turnaround & parking infrastructure (\$23,250)
  - Avila Beach: CycleCentralCoast sponsorship (\$14,450)
  - Cayucos: SF Gate paid media (\$28,000)
  - Los Osos: Open Studios Tour sponsorship (\$1,000); Tote bags (\$4,000)
  - EV AGV: SLO Wine membership (\$4,500)

**Future Agenda Items**

- LFA Bylaws
- CAO Contract Renewal

**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.