



**Unincorporated San Luis Obispo County  
Tourism Business Improvement District Advisory Board (CBID)  
Agenda  
Wednesday, October 25, 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: Nov | Dec meeting on December 6; January 24, 2024

**Strategy/Ideation Topic**

- Beautification and Infrastructure Projects & opportunities to gain local visibility | recognition

**Discussion Items**

- Marketing | Roll-Up report

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

- CAO Contract Renewal
- LFA Board Member Applications
- LFA Funding Applications
  - Cambria & San Simeon: BlendFest 2024

**Future Agenda Items**

- H1RT Research Outcomes & Brand Direction
- LFA Bylaws
- CBID and LFA Policy Updates

**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.