



**Unincorporated San Luis Obispo County  
Tourism Business Improvement District Advisory Board (CBID)  
Agenda  
Wednesday, December 6, 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
  - Highway 1 Closure: Roundtable with SLO CAL | Visit CA | Elected Officials
  - CAO Contract Renewal
- Upcoming Events | deadlines
  - Board Meetings: 2024 meeting schedule: January 24 and February 28

**Strategy/Ideation Topic**

**Discussion Items**

- Marketing
  - Stat Summary shared with LFAs
  - Winter campaign ~ H1's best wildlife

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

- LFA Board Member Applications
  - VAC: Melissa Kurry resignation
- CBID Board Application: Melissa Kurry
- H1RT Research Outcomes & Brand Direction

**Future Agenda Items**

- Mid-Year Roll-Up Report; Western Monarch Trail update from CCSPA (January)
- 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.