



**Unincorporated San Luis Obispo County
Tourism Business Improvement District Advisory Board (CBID)
Agenda**

Wednesday, January 24, 2024 (12:00pm – 2pm)
Cambria Pines Lodge

Call to Order

Public Comment (limited to 3 minutes per speaker)

Presentation

- Western Monarch Trail update: Kristin and Sierra, CCSPA

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
- Upcoming Events | deadlines
 - Board Meetings: February 28 and March 27

Strategy/Ideation Topic

- H1 Brand Evolution: Keith and Jessica Ireland, Sunshine & Bourbon

Discussion Items

- Marketing
 - Mid-Year Roll-up Report, Lori R.

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

- Mid-Year Budget Direction
- LFA Board Member Applications
 - ABTA: Chris Oh
- LFA Funding Applications

Future Agenda Items

- 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.