



**Unincorporated San Luis Obispo County  
Tourism Business Improvement District Advisory Board (CBID)  
Agenda  
Wednesday, February 28 (12:00pm – 2pm)  
Cambria Pines Lodge**

**Call to Order**

**Public Comment** (limited to 3 minutes per speaker)

**Presentation**

**Strategy/Ideation Topic**

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

**Administrative Items** (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
  - Annual CBID Renewal: Sequence of Events
  - SLO CAL: Central Coast Monopoly Game
- Upcoming Events | deadlines
  - Board Meetings: March 27 and April 24
  - Form 700 due April 2

**Discussion Items**

- 2024 Tourism Trends
- 2024 | 2025 Plan key deliverables
- Marketing Roll-up Report

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

- LFA Board Member Applications
  - CTB: George Marschall
  - VLOB: Jamie Wallace
- LFA Funding Applications
  - CTB: Arthritis Class Bike Tour sponsorship (\$10,000)

**Future Agenda Items**

- LFA Board Member renewal: EV AGV Jena Wilson
- LFA Bylaws and 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.