



**Unincorporated San Luis Obispo County  
Tourism Business Improvement District Advisory Board (CBID)  
Agenda  
Wednesday, March 27 (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
  - Financial focus: Actuals vs Reforecast
  - BOS agenda item #27
  - SLO CAL Update
- Upcoming Events | deadlines
  - Board Meetings: April 24 and May 22
  - Form 700 due April 2
  - CBID Renewal Dates at BOS: ROI 4/9 and Public meeting 5/14

**Strategy/Ideation Topic**

- 24 | 25 Marketing Plan Direction, Lori Keller

**Discussion Items**

- 2024 | 2025 BID Bunch Evolution
- Marketing Roll-up Report and PR Updates

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

- CBID Contract Renewals: Kempler and CrowdRiff
- LFA Board Member Applications
  - EV AGV Jena Wilson
- LFA Funding Applications

**Future Agenda Items**

- BID Bunch presentations: April SEO & Website; May PR & STP; June Paid Media
- BID Bunch 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.