



**Unincorporated San Luis Obispo County
Tourism Business Improvement District Advisory Board (CBID)
Agenda
Wednesday, April 24 (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
 - ROI approved at 4/9 BOS
- Upcoming Events | deadlines
 - Board Meetings: June 26 and July 24
 - CBID Renewal Dates at BOS: Public meeting 5/14

Strategy/Ideation Topic

- Brand Style Guide

Discussion Items

- Marketing Roll-up Report

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

- Sunshine & Bourbon SOW
- 24 | 25 Draft Budget
- LFA Board Member Applications
 - ABTA: Ken Kelly renewal
- LFA Funding Applications
 - CTB: Christmas Market Shuttle
 - ABTA: Truck Show sponsorship
- LFA Contract Renewals
 - CTB: Admin Contract Renewal
 - VAC: Marketing and Photo & social Contract Renewals

Future Agenda Items

- 24 | 25 Marketing Plan (May)
- CBID Board Succession (May)
- LFAs (May): ABTA admin contract renewal, LO Marketing; EV AGV Marketing, Admin & Marketing Liaison; 24 | 25 Budgets; LFA Imperative SOW with Orange 22; ScareCrow Festival
- BID Bunch presentations: PR & STP (May); Paid Media (June); SEO & Website (TBD)
- 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.