

**Unincorporated San Luis Obispo County
Tourism Business Improvement District (CBID)
Agenda | June 26, 2024 | Cambria Pines Lodge
NO QUORUM**

Call to Order

Public Comment (limited to 3 minutes per speaker)

Presentation(s)

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
 - BID Bunch transition prep for new FY
- Upcoming Events | deadlines
 - Board Meetings: July 24; August 28 (cancel); Sept to 9/18 due to SLO CAL Summit on 9/24

Strategy/Ideation Topic

- Ann Balboa and Mike Kocher (Orange 22) and Ami Roh (Amazon), 24 | 25 Media Strategy and Plan

Discussion Items

- Marketing
 - Ad Concepts
 - Roll-Up Report

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

- Board Succession
- Talent Acquisition SOW
- CA Welcome Center panel
- 24 | 25 LFA Budgets
- LFA Funding Applications
 - CTB: Lawn Bowling sponsorship, A&H additional funding
 - VAC: SF Gate Story Studios LFA Imperative

Future Agenda Items

- July: 24 | 25 Agenda Topics; SLO CAL co-op (Pensara and Unpacked); H1 Reopening
- September: CAO Contract Renewal
- BID Bunch presentations: FY Roll-up & Content Strategy (Sept); TBD: SEO & Website; Content Team
- 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.

