

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

**Agenda | July 24, 2024 | Cambria Pines Lodge**

**Call to Order**

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

**Administrative Items** (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
  - BID Bunch transition prep for new FY
  - 24 | 25 Agenda Topics
- Upcoming Events | deadlines
  - SLO CAL Summit 9/25 from 11:30 to 5pm
  - Board Meetings: August 28 (cancel); Sept to 9/18 due to SLO CAL Summit on 9/25

**Discussion Items**

- Marketing
  - Ad Concepts, H1 Reopening, The TODAY Show!!

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

- Board Succession
- Talent Acquisition SOW
- Digital Asset Management platform SOW
- SLO CAL | Pensara Social Strategy Workshop
- CA Welcome Center panel
- 24 | 25 LFA Budgets
- LFA Funding Applications
  - CTB: Lawn Bowling sponsorship, A&H additional funding
  - ABTA: Avila Pier B&I Grant
  - VAC: SF Gate Story Studios LFA Imperative
  - EV AGV: Marketing RFQ\
  - VAC, EV AGV, VLOB and CBID: SLO CAL Unpacking co-op

**Future Agenda Items**

- September: FY Roll-up & Content Strategy, CAO Contract Renewal
- BID Bunch presentations: SEO & Website; Content Team
- 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.

