

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

Agenda |September 19, 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
 - SLO CAL Edition Monopoly game is released!
 - Highway 1 reopening update
- Upcoming Events | deadlines
 - SLO CAL Summit 9/25 from 11:30 to 5pm
 - Board Meetings: October 23 and November | December on 12/4

Discussion Items

- Marketing
 - Just Coast Campaign launch
 - 23 | 24 FY Roll-Up: Lori R.
 - BID Bunch: Lori R, Content Strategy

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

- S&B Travel Expenses
- Resolution to Amend Annual Conflict of Interest
- CBID and LFA Bylaws
- Board Succession
- Discussion to move CBID meeting time
- CAO Contract Renewal (effective 1/1/2025)
- VAC sea wall letter to BOS

Future Agenda Items

- LFA Funding Applications (CTB: Art & Wine Fest; CTB&SSTA: BlendFest)
- CBID Marketing Policy
- BID Bunch presentations: SEO & Website

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.