

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

Agenda |October 23, 2024 |Cambria Pines Lodge

NOTE NEW TIME: 9am – 11am

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
 - ❖ S&B Travel Expenses
- Upcoming Events | deadlines
 - ❖ Board Meetings: November | December on 12/4; January 22, 2025

Discussion Items

- Marketing
 - ❖ Roll-Up Report
 - ❖ T&L coverage in February 2025 re: New Chumash NMS

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

- 1989 vs. 1994 BID Discussion [*compare tourism improvement district details between the 1989 Act to the 1994 Act*]
- Board Succession [*discuss options as current CBID Advisory board roster shows one open seat*]
- CAO SOW and Contract Renewal [*SOW format updated to new County requirements, and consideration to renew CAO contract for another term*]
- LFA Funding Applications [*local fund area event and B&I funding applications approved by noted LFA within the last 30 days*]
 - ❖ CTB&SSTA: BlendFest
 - ❖ CTB: Art & Wine Fest

Future Agenda Items

- CBID Marketing Policy
- Contingency and Reserves Policy

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.