

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

**Agenda | February 26, 2025 | Cambria Pines Lodge  
2905 Burton Drive, Cambria, CA 93428**

**NOTE NEW TIME: 2pm – 4pm**

**Call to Order**

**Chair Gary Setting**

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

**Administrative Items** (15 minutes)

**Chair Setting & CAO Cuming**

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
  - ❖ Annual Renewal Sequence of Events
- Upcoming Events | deadlines
  - ❖ Board Meetings: March 26 and April 23
  - ❖ Form 700 due April 1, 2205

**Discussion Items**

- Marketing
  - ❖ January Roll-Up Report

**CAO Cuming**

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

- Local Advisory Boards *[member applications, renewals or resignations within the last 30 days]*
  - ❖ Cambria: Karen Cartwright (renewal)
  - ❖ Oceano Nipomo: Roger Jacobs (renewal)
- Local Fund Area Applications *[event and Beautification & Infrastructure funding applications within the last 30 days]*
  - ❖ Cambria: Trash/Recycle/Planter Receptacle (TRPR) sponsorship
  - ❖ Oceano | Nipomo: Oceano Depot educational signage
- Non-Profit creation and County services agreement *[working with Civitas Advisors to create a new non-profit that will provide services previously provided by the County]*
  - ❖ AOI (approved by Governance Committee)
  - ❖ LFA Resolution
  - ❖ Highway 1 Tourism Alliance (H1TA) Services Budget
  - ❖ What's next ~ H1TA BOD & bylaws; Agreements: County/H1TA & H1TA contractors)

**Future Agenda Items**

**Chair Setting**

**Closing Comments & Adjournment**

**Chair Setting**

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per speaker) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however the Board of Directors may take action other than what it recommended.

ADA NOTICE: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify [info@Highway1RoadTrip.com](mailto:info@Highway1RoadTrip.com) at least 48 hours in advance of the meeting.

