



**AGENDA SUMMARY
TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD MEETING
MONDAY, JULY 25, 2016
3:30 P.M.
ARROYO GRANDE CITY HALL CONFERENCE ROOM
300 E. BRANCH STREET, ARROYO GRANDE**

1. Public Comment
2. Approval of Minutes of April 25, 2016 Regular Meeting

Documents:

[TBID Item 2_Approval of 04.25.16 AGTBID Minutes.pdf](#)

3. Receive and File the Financial Report for Period Ending June, 2016

Documents:

[TBID Item 3_Financial Report for Period Ending June 2016.pdf](#)

4. Approval of FY 2015-2016 Budget Amendment – Transfer \$20,000 from Public Relations to Advertising
5. Update from RG Pacific on Marketing Activity

- a. Strawberry Festival virtual reality report
- b. Bus wrap report
- c. Consideration and approval of 3-month timeline
- d. Consideration and approval of website updates
- e. Consideration and approval of additional videos
- f. Consideration and approval of Los Angeles Travel and Adventure Show
- g. Consideration and approval of Bay Area Travel and Adventure Show

Documents:

[TBID Item 5_Update from RG Pacific on Marketing Activity.pdf](#)

6. Consideration and Approval of AGGB Chamber Visitor Guide Back Page Ad

Documents:

[TBID Item 6_AGGB Chamber Visitor Guide Back Page Ad.pdf](#)

7. Consideration and Approval of Future Visit San Luis Obispo Projects

- a. Consider and approve mechanism to approve projects that need a quick turnaround time

8. Board Member Communications

9. Staff Communications

10. Adjournment

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