

Avila Beach Tourism Alliance

Meeting Agenda

To create and maintain strategic marketing, special events, and other outreach projects to improve occupancy levels within Avila Beach and work with other surrounding areas to co-promote overnight destinations on the Central Coast.

www.VisitAvilaBeach.com

January 5, 2017

8:00 am – 10:00 am

**Sycamore Mineral Springs Resort - Board Room
1215 Avila Beach Drive, San Luis Obispo, CA 93405
(805) 595-7302**

- 1. Call to Order/Roll Call**
- 2. Public Comment(s) - (please limit to 3 minutes each)**
- 3. Consent Items:** Approve 12/14/16 meeting minutes
- 4. Action/Discussion Items:**
 - a. Discuss Event Funding Criteria and Budget Allocations
- 5. Future Agenda Items:**
 - a. TJA Tiered Marketing Campaign Proposals
 - b. 2017 Annual Constituent Mixer Update / Budget Proposal
 - c. 2017 SLO Ultra and SLO GranFondo Funding Consideration
 - d. 2017 Bubblyfest Fund Application Presentation
 - e. 2017 Bubblyfest Fund Application Consideration
 - f. Revamped Beach Clean-up Program Update and Budget Proposal
- 6. Closing Comments (please limit to 3 minutes each)**
- 7. Next Avila Beach Tourism Alliance Meetings:**

Date:	January 11, 2017
Time:	10:00 am – 12:00 pm
Location:	Sycamore Mineral Springs Resort – Boardroom
- 8. Adjournment**