

# 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](http://www.VisitAvilaBeach.com)

**January 11, 2017**

**10:00 am - 12:00 pm**

**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 1/5/17 meeting minutes
- 4. CBID Local Fund Update / H1DR Brand Marketing Summary / Coastal Discovery & Stewardship Tool Kit details /Financials - Cheryl Cuming**
- 5. Budget Update - Stephanie Rowe**
- 6. Committee Reports**
  - a. Stewardship Travel Program - Christopher King and Katie Sturtevant
  - b. TJA Activity Reports - John Sorgenfrei, Kaci Knighton and Rick Turton
- 7. Presentations (please limit to 15 minutes each):**
  - a. 2017 Bubblyfest Fund Application, Holly Holliday
- 8. Action/Discussion Items**
  - a. TJA Marketing Campaign Proposals
  - b. 2017 SLO Ultra Funding Consideration
  - c. 2017 SLO GranFondo Funding Consideration
  - d. 2017 Annual Constituent Mixer Update / Budget Proposal
  - e. Confirm February Meeting Date and Time
  - f. Review TJA Advertising Projects
- 9. Future Agenda Items:**
  - a. 2017 Bubblyfest Fund Application Consideration
  - b. Revamped Beach Clean-up Program Update and Budget Proposal
- 10. Closing Comments (please limit to 3 minutes each)**
- 11. Next Avila Beach Tourism Alliance Meeting:**

<b>Date:</b>	February 15, 2017
<b>Time:</b>	9:00 am - 11:00 am
<b>Location:</b>	Sycamore Mineral Springs Resort - Boardroom
- 12. Adjournment**

