

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

February 15, 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 1/11/17 meeting minutes
- 4. CBID Local Fund Update; SF Chronicle/Gate co-op; Destination Focus Overview; Financials - Cheryl Cuming**
- 5. Budget Update - Stephanie Rowe**
- 6. Committee Reports**
 - a. Stewardship Travel Program - Christopher King and Katie Sturtevant
 - i. Review Final Stewardship Artwork
 - b. TJA Activity Reports - John Sorgenfrei, Kaci Knighton and Rick Turton
- 7. Presentations (please limit to 15 minutes each):** None
- 8. Action/Discussion Items**
 - a. 2017 Bubblyfest Fund Application Consideration
 - b. Approve Additional Charge for Stewardship Artwork
 - c. Review Fiscal Year Budget Allocations
 - d. Review Draft Event Funding Criteria
 - e. 2017 Annual Constituent Mixer Update
 - f. Review TJA Advertising Projects
- 9. Future Agenda Items:**
 - a. 2017 SLO Ultra Marketing Plan, Samantha Pruitt
 - b. 2017 SLO GranFondo Marketing Plan, Samantha Pruitt
 - c. Revamped Beach Clean-up Program Update and Budget Proposal
 - d. Discuss Potential Beautification Budget Allocation
- 10. Closing Comments (please limit to 3 minutes each)**
- 11. Next Avila Beach Tourism Alliance Meeting:**

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