

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

March 8, 2017

12:00 pm – 2:00 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 2/15/17 meeting minutes
- 4. CBID Local Fund Update / Video Links / Highway 1 Incident Communication Plan Overview / 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 SLO Ultra Marketing Plan, Samantha Pruitt
 - b. 2017 SLO GranFondo Marketing Plan, Samantha Pruitt
- 8. Action/Discussion Items**
 - a. 2017 Bubblyfest Fund Application Consideration
 - b. Discuss Potential Beautification Budget Allocation
 - c. Review Draft Event Funding Criteria
 - d. 2017 Constituent Mixer Debrief
 - e. Review TJA Advertising Projects
- 9. Future Agenda Items:**
 - a. Revamped Beach Clean-up Stewardship Program Update and Budget Proposal
- 10. Closing Comments (please limit to 3 minutes each)**
- 11. Next Avila Beach Tourism Alliance Meeting:**

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