

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

April 12, 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 3/8/17 meeting minutes
- 4. CBID Local Fund Update/Rural Road Trip Monthly Destination Focus/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. AJ Fudge, Music & Art Event Overview
 - b. Cheryl Cuming, Updated CBID Local Fund Guidelines and Application
- 8. Action/Discussion Items**
 - a. Review Draft Event Funding Guidelines / Marketing Plan Requirements
 - b. Review Stewardship Travel Program Proposal
 - c. Discuss Potential Beautification Budget Allocation
 - d. Board Terms Ending in May
 - e. Review TJA Advertising Projects
- 9. Future Agenda Items**
 - a. Michael Wambolt, Visit SLO CAL Group Opportunities (June)
 - b. 2017 SLO Ultra Post Report (after Sept)
 - c. 2017 Bubblyfest Post Report (after Oct)
 - d. SLO GranFondo Post Report (after Oct)
- 10. Closing Comments (please limit to 3 minutes each)**
- 11. Next Avila Beach Tourism Alliance Meeting:**

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