

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

May 10, 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 4/12/17 meeting minutes
- 4. CBID Local Fund Update / 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, 2017 Whale Tail and #UnlockYourAdventure Fund Application
 - b. Heather Muran, 2017 Harvest on the Coast Fund Application
- 8. Action/Discussion Items**
 - a. Review TJA Newsletter Proposal
 - b. Discuss Loop Map Additions/Edits
 - c. Discuss Potentially Changing July Meeting
 - d. 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: June 14, 2017
Time: 10:00 am - 12:00 pm
Location: Sycamore Mineral Springs Resort - Boardroom
- 12. Adjournment**

