

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

June 14, 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 5/10/17 meeting minutes
- 4. CBID Local Fund Update / Co-op Recap / Financials** - Cheryl Cuming
- 5. Budget Update** - Stephanie Rowe
- 6. Committee Reports**
 - a. Stewardship Travel Program - Christopher King and Katie Sturtevant
 - b. TJA Activity Reports & Bay Area News Group Report- John Sorgenfrei, Kaci Knighton and Rick Turton
- 7. Action/Discussion Items**
 - a. Michael Wambolt, Visit SLO CAL Group Opportunities
 - b. 2017 Harvest on the Coast Fund Application Consideration
 - c. Review 2016-2017 TJA Marketing Recap/2017-2018 TJA Marketing Plan Renewal Proposal
 - d. Discuss Potential Dates for 2018 SLO Ultra
 - e. Review TJA Advertising Projects
- 8. Future Agenda Items**
 - a. Samantha Pruitt, SLO Ultra and GranFondo Marketing Update
 - b. Katie Sturtevant, STP Recap and Upcoming Plans
 - c. Review Fiscal Year 2017-2018 Budget Proposal
 - d. Discuss 2017 Harvest on the Coast Booth/Giveaway Funding Consideration
 - e. 2017 SLO Ultra Post Report (after Sept)
 - f. 2017 Bubblyfest Post Report (after Oct)
 - g. SLO GranFondo Post Report (after Oct)
- 9. Closing Comments (please limit to 3 minutes each)**
- 10. Next Avila Beach Tourism Alliance Meeting:**

Date: July 19, 2017
Time: 10:00 am – 12:00 pm
Location: Sycamore Mineral Springs Resort – Boardroom
- 11. Adjournment**