

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

July 17, 2017

12:00 pm – 2:00 pm

Sycamore Mineral Springs Resort

Garden View Room At Gardens of Avila Restaurant

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. Action/Discussion Items**
 - a. Review Revised 2017-2018 TJA Marketing Contract Renewal Proposal
 - b. Review Marketing Discussion Topics and Action Steps
 - c. Schedule Next Quarterly Marketing Meeting
- 4. Future Agenda Items**
 - a. Review SLO Ultra and GranFondo Marketing Update
 - b. Katie Sturtevant, STP Recap and Upcoming Plans
 - c. Revised 2017-2018 TJA Marketing Contract Renewal Proposal Consideration
 - d. Review Fiscal Year 2017-2018 Budget Proposal
 - e. Discuss 2017 Harvest on the Coast Booth/Giveaway Funding Consideration
 - f. 2017 SLO Ultra Post Report (after Sept)
 - g. 2017 Bubblyfest Post Report (after Oct)
 - h. SLO GranFondo Post Report (after Oct)
- 5. Closing Comments (please limit to 3 minutes each)**
- 6. Next Avila Beach Tourism Alliance Meeting:**

Date:	July 19, 2017
Time:	10:15 am – 12:15 pm
Location:	Sycamore Mineral Springs Resort – Boardroom
- 7. Adjournment**