

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 19, 2017

10:15 am - 12:15 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 6/14/17 meeting minutes
- 4. CBID Local Fund Update/Beautification & Infrastructure Fund Application/Financials - Cheryl Cuming**
- 5. Budget Update - Stephanie Rowe**
- 6. Committee Reports**
 - a. Stewardship Travel Program - Christopher King
 - b. TJA Activity Reports - John Sorgenfrei, Kaci Knighton and Rick Turton
- 7. Presentations (please limit to 15 minutes each)**
 - a. Katie Sturtevant, STP Recap and Upcoming Plans
- 8. Action/Discussion Items**
 - a. Review SLO Ultra and SLO GranFondo Marketing Update
 - b. 2017-2018 TJA Marketing Plan Renewal Proposal Consideration
 - c. Review Fiscal Year 2017-2018 Budget Proposal
 - d. Discuss 2017 Harvest on the Coast Booth/Giveaway Funding Consideration
 - e. Review TJA Advertising Projects
- 9. Future Agenda Items**
 - a. Samantha Pruitt, SLO Ultra and SLO GranFondo Marketing Update
 - b. 2017 SLO Ultra and GranFondo Post Reports (after Oct)
 - c. 2017 Bubblyfest Post Report (after Oct)
 - d. 2017 Harvest on the Coast Post Report (after Nov)
- 10. Closing Comments (please limit to 3 minutes each)**
- 11. Next Avila Beach Tourism Alliance Meeting:**

Date: August 9, 2017
Time: 10:00 am - 12:00 pm
Location: Sycamore Mineral Springs Resort - Boardroom
- 12. Adjournment**