

# 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](http://www.VisitAvilaBeach.com)

**August 9, 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 7/17/17 and 7/19/17 meeting minutes
- 4. CBID Local Fund Update / Strategic Plan Committee Recap / 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
    - i. Discuss topics for upcoming e-newsletters and process for review
- 7. Action/Discussion Items**
  - a. Samantha Pruitt, SLO Ultra and SLO GranFondo Marketing Update / Cheryl Cuming, Review Potential Sponsorship Funding Reimbursement
  - b. Update on Ticket Sales for Harvest on the Coast and Bubblyfest
  - c. Discuss Avila Material for Distribution at Pismo Beach Welcome Center
  - d. Discuss Printing Avila Wine Maps for Distribution to Constituents
  - e. Discuss 2017 Harvest on the Coast Booth and Avila Beach Experience
  - f. Review TJA Advertising Projects
- 8. Future Agenda Items**
  - a. Mark Kocina, Central Coast Sailing and Whale Watching (Sept)
  - 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)
- 9. Closing Comments (please limit to 3 minutes each)**
- 10. Next Avila Beach Tourism Alliance Meeting:**

<b>Date:</b>	September 13, 2017
<b>Time:</b>	10:00 am - 12:00 pm
<b>Location:</b>	Sycamore Mineral Springs Resort - Boardroom
- 11. Adjournment**