

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

September 13, 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 8/9/17 meeting minutes
- 4. CBID Local Fund Update / 2017-2018 Rural Road Trip Campaign / 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
- 7. Presentations (please limit to 15 minutes each)**
 - a. Mark Kocina, Central Coast Sailing and Whale Watching
- 8. Action/Discussion Items**
 - a. Avila Beach Video Concept Review
 - b. Rural Road Trip Co-op Funding Consideration
 - c. Discuss 2017 Harvest on the Coast Booth and Avila Beach Experience Lounge
 - d. Discuss 2018 ABTA Mixer / Select Date / Review Quotes
 - e. Review TJA Advertising Projects
- 9. Future Agenda Items**
 - a. 2017 SLO Ultra and GranFondo Post Reports (after Oct)
 - b. 2017 Bubblyfest Post Report (after Oct)
 - c. Revamped Stewardship Travel Program Training (Nov)
 - 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: October 11, 2017
Time: 10:00 am – 12:00 pm
Location: Sycamore Mineral Springs Resort – Boardroom
- 12. Adjournment**