

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

December 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 11/8/17 meeting minutes
- 4. CBID Local Fund Update / Coastal Discovery & Stewardship Updates / 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. Update on Avila Beach Video Project
- 7. Presentations**
 - a. Heather Muran, 2017 Harvest on the Coast Post Report/Signage Project through County Beautification & Infrastructure Grant Program
- 8. Action/Discussion Items**
 - a. 2017 SLO Ultra and GranFondo Follow-up and Status of 2018 Events
 - b. Review 2017 Bubblyfest Post Report and Event Update
 - c. Consideration of Airport Visitor TV Proposal
 - d. Discuss Revamping E-Newsletter or Discontinuing
 - e. Update on 2018 ABTA Mixer
 - f. Confirm Date Change for February Board Meeting
 - g. Review TJA Advertising Projects
- 9. Future Agenda Items**
 - a. 2018 ABTA Mixer Update (until March)
 - b. Rural Road Trip Additional Funding Consideration (Jan)
- 10. Closing Comments (please limit to 3 minutes each)**
- 11. Next Avila Beach Tourism Alliance Meeting:**

Date: January 10, 2018
Time: 10:00 am - 12:00 pm
Location: Sycamore Mineral Springs Resort - Boardroom
- 12. Adjournment**