

MEETING CANCELLED

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

January 10, 2018

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 12/13/17 meeting minutes
- 4. CBID Local Fund Update / Financials** - Cheryl Cuming
- 5. Budget Update** - Stephanie Rowe
- 6. Committee Reports**
 - a. Stewardship Travel Program - Christopher King
 - i. Update on Revamped Stewardship Program Training
 - b. TJA Activity Reports - John Sorgenfrei, Kaci Knighton and Rick Turton
 - i. Discuss content for April e-newsletter
- 7. Presentations:** None
- 8. Action/Discussion Items**
 - a. Consideration of Additional Funding to Enhance CBID's Rural Road Trip Campaign
 - b. Update on 2018 ABTA Mixer
 - c. Re-confirm Date Change for February Board Meeting
 - d. Review TJA Advertising Projects
- 9. Future Agenda Items**
 - a. 2018 ABTA Mixer Update (until March)
- 10. Closing Comments (please limit to 3 minutes each)**
- 11. Next Avila Beach Tourism Alliance Meeting:**

Date: Thursday, February 22, 2018
Time: 10:00 am – 12:00 pm
Location: Sycamore Mineral Springs Resort – Boardroom
- 12. Adjournment**