

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

February 12, 2018

9:00 am – 10:30 am

**Sycamore Mineral Springs Resort – Boardroom
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 / 2017 Application Recap / Financials** - Cheryl Cuming
- 5. Budget Update** - Stephanie Rowe
- 6. Committee Reports**
 - a. Stewardship Travel Program - Christopher King
 - i. Quarterly Update from STP Liaison Katie Sturtevant
 - b. TJA Activity Reports - John Sorgenfrei, Kaci Knighton and Rick Turton
 - i. Update on Avila Beach Video / Review Final Location Shots
 - ii. Discuss Content for April E-newsletter
- 7. Presentations:** None
- 8. Action/Discussion Items**
 - a. Review Board Seat Application
 - b. Update on Visitor TV Funding Approval from CBID Board
 - c. Review PR Lead – Linda Ballou
 - d. Discuss Months of Placement for Facebook and YouTube Ads
 - e. Review Additional Funding to Enhance CBID's Rural Road Trip Campaign
 - f. Update on 2018 ABTA Mixer
 - g. Confirm Date Change for March Board Meeting
 - h. 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: March 7, 2018
Time: 10:00 am – 12:00 pm
Location: Sycamore Mineral Springs Resort – Boardroom
- 12. Adjournment**