

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

March 7, 2018

10:00 am – 12:00 pm

Sycamore Mineral Springs Resort – Garden View 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 and 2/12/18 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. Revamped Stewardship Travel Beach Cleanup & Tote Bag Program Update
 - b. TJA Activity Reports - John Sorgenfrei, Kaci Knighton and Rick Turton
 - i. Update on Avila Beach Video
 - ii. Discuss Content for April E-newsletter
- 7. Presentations:** None
- 8. Action/Discussion Items**
 - a. Review Proposal for Ad in Beach Towns Publication
 - b. Review TJA Proposal for Media Plan
 - c. Review TJA Proposal to Revise VisitAvilaBeach.com website
 - d. Review TJA Proposal to Adjust Timeframe for Placement of Facebook and YouTube Ads
 - e. Update on Visitor TV Project
 - f. Update on 2018 ABTA Mixer
 - g. Review TJA Advertising Projects
- 9. Future Agenda Items**
 - a. 2018 ABTA Mixer Update (until April)
- 10. Closing Comments (please limit to 3 minutes each)**
- 11. Next Avila Beach Tourism Alliance Meeting:**

Date: April 11, 2018
Time: 10:00 am – 12:00 pm
Location: Sycamore Mineral Springs Resort – TBD
- 12. Adjournment**