

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

April 11, 2018

10:00 am – 12:00 pm

**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 (please limit to 3 minutes each)**
- 3. Consent Items:** Approve 2/12/18 and 3/7/18 meeting minutes
- 4. CBID Local Fund Update / Financials** - Cheryl Cuming
- 5. Budget Update** - Stephanie Rowe
- 6. Committee Reports**
 - a. Stewardship Travel Program - Chris King
 - i. Update on Revamped Stewardship Travel Beach Cleanup & Tote Bag Program
 - b. TJA Activity Reports - John Sorgenfrei, Kaci Knighton and Rick Turton
 - i. Update on Avila Beach Video
 - ii. Update on Mail Chimp E-newsletter Monthly Fee
 - iii. Discuss Content for July E-newsletter
- 7. Presentations (please limit to 10 minutes each):** Rob Weaver, Achievement House
- 8. Action/Discussion Items**
 - a. Welcome New Board Member/Resignation of Current Board Member/Update on Non-Constituent Board Member
 - b. Update on Visitor TV Video Project
 - c. Update on 2018 ABTA Mixer
 - d. Schedule Annual Marketing Meeting/Review TJA Advertising Projects
 - e. Discuss Date Changes for July and August Board Meetings
- 9. Future Agenda Items**
 - a. Debrief of 2018 ABTA Mixer (May)
 - b. Heather Muran, 2018 Harvest on the Coast Fund Application (May)
 - c. Review TJA Contract Renewal Proposal (May)
 - d. Review 2018-2019 Budget Proposal (May)
- 10. Closing Comments (please limit to 3 minutes each)**
- 11. Next Avila Beach Tourism Alliance Meeting:**

Date: May 9, 2018
Time: 10:00 am – 12:00 pm
Location: Sycamore Mineral Springs Resort – Boardroom
- 12. Adjournment**