

# 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](http://www.VisitAvilaBeach.com)

**April 30, 2018**

**9:00 – 11:00 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. Action/Discussion Items**
  - a. Review TJA 2017-2018 Marketing Recap
  - b. Review Marketing Discussion Topics
  - c. Discuss Potential Sponsorship for 2019 Race SLO Sporting Event
- 4. Future Agenda Items**
  - a. Discuss Content for July E-newsletter
  - b. 2018 Mixer Debrief
  - c. Discuss whether to have July Board Meeting
  - d. 2018 Harvest on the Coast Fund Application Consideration
  - e. Review TJA Contract Renewal Proposal (Include: Revamp Website and Adjust Timeframe for Facebook and YouTube Ads)
  - f. Administrative Services Contract Renewal
  - g. Review 2018-2019 Budget Proposal
- 5. Closing Comments (please limit to 3 minutes each)**
- 6. Next Avila Beach Tourism Alliance Meeting:**

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