

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

May 9, 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 (please limit to 3 minutes each)**
- 3. Consent Items:** Approve 4/11/18 and 4/30/18 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 Cleanup Kit & Tote Bag Program
 - b. TJA Activity Reports - John Sorgenfrei, Kaci Knighton and Rick Turton
 - i. Update on Avila Beach Video & Visitor TV Video Project
 - ii. Discuss Content for July E-newsletter
- 7. Presentations (please limit to 15 minutes each):** TJA Advertising Contract Renewal Proposal
- 8. Action/Discussion Items**
 - a. Review of 2018 Harvest on the Coast Fund Application
 - b. Update from Strategic Marketing Framework Meeting
 - c. Debrief of 2018 ABTA Mixer
 - d. Update on Achievement House Proposal
 - e. Discuss whether to hold July Board Meeting
 - f. Review TJA Advertising Projects
- 9. Future Agenda Items**
 - a. Review 2018-2019 Budget Proposal (June)
 - b. Consideration of TJA Advertising Contract Renewal Proposal (June)
 - c. Review Administrative Services Contract Renewal (June)
 - d. Discuss Adding ADA Verbiage on Agendas (June)
- 10. Closing Comments (please limit to 3 minutes each)**
- 11. Next Avila Beach Tourism Alliance Meeting:**

Date: June 13, 2018
Time: 10:00 am – 12:00 pm
Location: Sycamore Mineral Springs Resort – Boardroom
- 12. Adjournment**