

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

June 13, 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 5/9/18 meeting minutes
- 4. CBID Local Fund Update/Year End Report/EU GDPR/Instagram Highlights/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
- 7. Presentations (please limit to 15 minutes each)**
 - a. Christine Johnson, Central Coast Aquarium Overview
- 8. Action/Discussion Items**
 - a. Review 2018-2019 Budget Allocation Proposal
 - b. Consideration of TJA Contract Renewal Proposal
 - c. Discuss Adding ADA Verbiage on Agendas
 - d. Discuss VAB.com website ADA Compliance
 - e. Consideration of Administrative Services Contract Renewal
 - f. Review TJA Advertising Projects
- 9. Future Agenda Items**
 - a. Discuss Content for September E-newsletter (August)
 - b. 2018 Harvest on the Coast Recap (after Nov)
- 10. Closing Comments (please limit to 3 minutes each)**
- 11. Next Avila Beach Tourism Alliance Meeting: *Note: July 11th meeting canceled***

Date: August 15, 2018 (note date change)
Time: 10:00 am – 12:00 pm
Location: Sycamore Mineral Springs Resort – Boardroom
- 12. Adjournment**