

# MEETING CANCELLED FOR JULY

## 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)

**July 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 6/13/18 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. Discuss Content for September E-newsletter
- 7. Presentations (please limit to 10 minutes each)**
  - a. David Archer, Wine Walk
- 8. Action/Discussion Items**
  - a. Consideration of Central Coast Aquarium Beach Cleanup Equipment Fund Application
  - b. Discuss Harvest on the Coast Booths/Approval of Funding for Giveaway
  - c. Discuss Overall Media Writer Process and Processes for Accommodations and Meals
  - d. Discuss Process for PR Leads from Visit SLO CAL
  - e. Discuss Adding ADA Verbiage on Agendas
  - f. Review TJA Advertising Projects
- 9. Future Agenda Items**
  - a. Discuss Overall Event Strategy
  - 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:**

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