

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

August 15, 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. Budget Update** - Stephanie Rowe
- 5. 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. Review New Website Design
 - ii. Review Draft of September E-newsletter
- 6. Presentations (please limit to 10 minutes each)**
 - a. David Archer, Avila Beach Wine Walk
- 7. Action/Discussion Items**
 - a. Consideration of Central Coast Aquarium Beach Cleanup Supplies Fund Application
 - b. Acceptance of Board Seat Resignation
 - c. Discuss Harvest on the Coast Booths/Discuss Funding for Contest and Giveaways
 - d. Discuss Overall Media Writer Process and Processes for Accommodations and Meals
 - e. Discuss Process for PR Leads from Visit SLO CAL
 - f. Discuss EU Email Opt-in Requirements
 - g. Discuss Adding ADA Verbiage on Agendas/Discuss ADA Requirements for Website
 - h. Review TJA Advertising Projects
- 8. Future Agenda Items**
 - a. Wine Waves & Beyond Fund Application (Sept)
 - b. Potential GranFondo Event in 2019 (Sept)
 - c. Discuss Overall Event Strategy (Sept)
 - d. 2018 Harvest on the Coast Recap (after Nov)
- 9. Closing Comments (please limit to 3 minutes each)**
- 10. Next Avila Beach Tourism Alliance Meeting:**

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