

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

October 10, 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 9/12/18 meeting minutes
- 4. CBID Local Fund Updates/Beautification & Infrastructure Grant Program/Financials** - Cheryl Cuming
- 5. Budget Update** - Stephanie Rowe
- 6. Committee Reports**
 - a. Stewardship Travel Program
 - b. TJA Activity Reports - John Sorgenfrei, Kaci Knighton and Rick Turton
 - i. Website Review and NBC Parallax Report
- 7. Presentations (please limit to 10 mins):** Update on CAO Evaluation Process, Laila Kollmann
- 8. Action/Discussion Items**
 - a. Discuss Harvest on the Coast Booth Logistics/VIP Booth Entry/Gardens of Avila Participation
 - b. Discuss Date and Venue for Next Constituent Mixer
 - c. Discuss Changing January Meeting Date
 - d. Review TJA Advertising Projects
- 9. Future Agenda Items**
 - a. Overview of PR Role, Hilary Townsend (Nov)
 - b. Discuss International FAM Tours (Nov)
 - c. Brainstorm Ideas for Future Events (Nov)
 - d. Potential Gran Fondo Event in 2019
 - e. 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: November 14, 2018
Time: 10:00 am – 12:00 pm
Location: Sycamore Mineral Springs Resort – Boardroom
- 12. Adjournment**

ADA Notice: *To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.*