

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

November 14, 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 10/10/18 meeting minutes
- 4. Budget Update** - Stephanie Rowe
- 5. Committee Reports**
 - a. Stewardship Travel Program
 - b. TJA Activity Reports - John Sorgenfrei, Kaci Knighton and Rick Turton
 - i. Review Revamped Website
- 6. Presentations (please limit to 10 mins):** Overview of BID Bunch PR Role, Hilary Townsend
- 7. Action/Discussion Items**
 - a. Debrief of 2018 Harvest on the Coast
 - b. Update on Constituent Mixer
 - c. Confirm January Meeting Date Change
 - d. Review TJA Advertising Projects
- 8. Future Agenda Items**
 - a. Harvest on the Coast Recap (Dec)
 - b. Discuss International FAM Tours (Dec)
 - c. Brainstorm Ideas for Future Events (Dec)
 - d. Potential Gran Fondo Event in 2019
- 9. Closing Comments (please limit to 3 minutes each)**
- 10. Next Avila Beach Tourism Alliance Meeting:**

Date: December 12, 2018
Time: 10:00 am – 12:00 pm
Location: Sycamore Mineral Springs Resort – Boardroom

11. 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.*