

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

September 12, 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 8/15/18 meeting minutes
- 4. CBID Local Fund Updates for July-September/Code of Civility/BID Bunch/Financials - Cheryl Cuming**
- 5. Budget Update - Stephanie Rowe**
- 6. Committee Reports**
 - a. Stewardship Travel Program - Chris King
 - b. TJA Activity Reports - John Sorgenfrei, Kaci Knighton and Rick Turton
 - i. Website Review
- 7. Presentations (please limit to 10 minutes each):**
 - a. Pet-Nat Wine Event
- 8. Action/Discussion Items**
 - a. Discuss Harvest on the Coast Booths/Review Quote for Promotional Giveaway
 - b. Discuss Overall Event Strategy
 - c. Acceptance of Board Seat Resignation/Acceptance of Board Seat Application
 - d. Review TJA Advertising Projects
- 9. Future Agenda Items**
 - a. Wine Waves & Beyond Fund Application
 - b. International FAM Tours
 - c. Constituent Mixer
 - 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: October 10, 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.*