

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

December 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 11/14/18 meeting minutes
- 4. CBID Local Fund Updates/ Marketing Plan / Media Plan / 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. Discuss Facebook and YouTube Ad Budget
- 7. Presentations (please limit to 10 mins):** 2018 Harvest on the Coast Recap, Heather Muran
- 8. Action/Discussion Items**
 - a. Discuss International FAM Tours
 - b. Brainstorm Ideas for Future Events
 - c. Update on Constituent Mixer / Consideration of Mixer Funding
 - d. Review TJA Advertising Projects
- 9. Future Agenda Items**
 - a. Update on Constituent Mixer (Jan-April)
- 10. Closing Comments (please limit to 3 minutes each)**
- 11. Next Avila Beach Tourism Alliance Meeting:**

Date:	January 16, 2019
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.*