

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

January 16, 2019

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 12/12/18 meeting minutes
- 4. CBID Local Fund Updates / 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. Mailchimp billing question
- 7. Presentations (please limit to 10 mins):** None
- 8. Action/Discussion Items**
 - a. Discuss International FAM Tours
 - b. Discuss Ideas for Future Events
 - c. Update on Constituent Mixer
 - d. Discuss Date Change for February Board Meeting
 - e. Review TJA Advertising Projects
- 9. Future Agenda Items**
 - a. Update on Constituent Mixer (Feb-April)
 - b. Discuss 2019 HOTC with New SLO Wine Country Association Executive Director
- 10. Closing Comments (please limit to 3 minutes each)**
- 11. Next Avila Beach Tourism Alliance Meeting:**

Date: TBD, 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.*