

# 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](http://www.VisitAvilaBeach.com)

**March 13, 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 2/20/19 Meeting Minutes
- 4. CBID Local Fund Updates with H1DR marketing roll-up for January / CBID Strategic Marketing Plan Mid-Year Progress report / CBID Organizational Structure / 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
- 7. Presentation(s) (please limit to 10 mins):** Avila Beach Wine Walk, David Archer
- 8. Action/Discussion Items**
  - a. Discuss Ideas for Future Events
  - b. Discuss Avila Beach Drive and US 101 Project Update
  - c. Update on Constituent Mixer
  - d. Review TJA Advertising Projects
- 9. Future Agenda Items**
  - a. Stewardship Travel Program Update from Katie Sturtevant (April)
  - b. Update on International FAM Tours (April)
  - c. Debrief after Constituent Mixer (April)
  - d. Discuss 2019 HOTC with New SLO Wine Country Association Executive Director (April)
- 10. Closing Comments (please limit to 3 minutes each)**
- 11. Next Avila Beach Tourism Alliance Meeting:**

<b>Date:</b>	April 10, 2019
<b>Time:</b>	10:00 am – 12:00 pm
<b>Location:</b>	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.*