

# 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)

**April 10, 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 3/13/19 Meeting Minutes
- 4. CBID Local Fund Updates/Financials** - Cheryl Cuming
- 5. Budget Update** - Stephanie Rowe
- 6. Committee Reports**
  - a. Stewardship Travel Program - Quarterly Update from Katie Sturtevant
  - b. TJA Activity Reports - John Sorgenfrei, Kaci Knighton and Rick Turton
    - i. Discuss TJA Contract Renewal
- 7. Presentation(s) (please limit to 10 mins):** None
- 8. Action/Discussion Items**
  - a. Discuss 2019 Harvest on the Coast with New SLO Wine Country Executive Director/Discuss Ideas for Future Wine Event
  - b. Update on Avila Wine Walk
  - c. Update on International FAM Tours
  - d. Review Airport Visitor TV Video Renewal
  - e. Debrief after Constituent Mixer
  - f. Review TJA Advertising Projects
- 9. Future Agenda Items**
  - a. Review Board Seat Renewal
  - b. Consideration of 2019 Harvest on the Coast Fund Application
- 10. Closing Comments (please limit to 3 minutes each)**
- 11. Next Avila Beach Tourism Alliance Meeting:**

**Date:** May 8, 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.