

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

May 8, 2019

9:30 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 4/10/19 Meeting Minutes
4. **CBID Local Fund Updates/Financials** - Cheryl Cuming
5. **Budget Update** - Stephanie Rowe
6. **Committee Reports**
 - a. Stewardship Travel Program - Katie Sturtevant
 - b. TJA Activity Reports - John Sorgenfrei, Kaci Knighton and Rick Turton
7. **Presentation(s) (please limit to 10 mins):** None
8. **Action/Discussion Items**
 - a. Review of 2019 Harvest on the Coast Fund Application / Discuss Ideas for Future Wine Event
 - b. Review of TJA 2018-2019 Marketing Recap / Review of TJA 2019-2020 Contract Renewal Proposal
 - c. Review 2019-2020 Fiscal Year Budget Allocations
 - d. Consideration of Airport Visitor TV Video Renewal
 - e. Update on Friends of Avila Pier Fundraising Event
 - f. Review Board Seat Renewal
 - g. Review TJA Advertising Projects
9. **Future Agenda Items**
 - a. Consideration of TJA 2019-2020 Contract Renewal Proposal (June)
 - b. Consideration of 2019 Harvest on the Coast Fund Application (June)
10. **Closing Comments (please limit to 3 minutes each)**
11. **Next Avila Beach Tourism Alliance Meeting:**

Date: June 12, 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.