

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

June 12, 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 5/8/19 Meeting Minutes
4. **CBID Local Fund Updates for May and June / TOT Reports by Area and Lodging Type / 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. Discuss Potential Paddle Board Event
 - b. Discuss Revised 2019-2020 Budget Allocations
 - c. Consideration of TJA 2019-2020 Contract Renewal Proposal
 - d. Consideration of 2019 Harvest on the Coast Fund Application
 - e. Discuss Avila Parking Survey and Proposed Plan
 - f. Discuss Changing August Board Meeting Date
 - g. Review TJA Advertising Projects
9. **Future Agenda Items**
 - a.
10. **Closing Comments (please limit to 3 minutes each)**
11. **Next Avila Beach Tourism Alliance Meeting: Note: July 10th Meeting Canceled**

Date: August 14, 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.