

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

March 10, 2021

10:00 am – 12:00 pm

Join Video Conference Zoom Meeting: <https://us02web.zoom.us/j/3666006311>

Call in to Meeting Only: (669) 900-9128

Meeting ID: 366 600 6311

1. **Call to Order** - Dean Hutton
 - a. Introduction of SLO Coast Wine Executive Director Kathleen Naughton
2. **Roll Call** - Stephanie Rowe
3. **Public Comment** (please limit to 3 minutes each)
4. **Consent Items** - Approve Board Meeting Minutes from February 10, 2021
5. **CBID Local Fund Updates / Financials** - Cheryl Cuming
6. **Budget Update** - Stephanie Rowe
7. **Committee Reports**
 - a. TJA Activity Reports - John Sorgenfrei, Jamie Foxen and Rick Turton
8. **Action/Discussion Items**
 - a. Discussion of SLO Coast Wine Passport Program and Ideas for Sponsorship Opportunities
9. **Future Agenda Items**
 - a. Board Seat Renewal from Dean Hutton (April)
10. **Closing Comments** (please limit to 3 minutes each)
11. **Next Avila Beach Tourism Alliance Meeting:**

Date:	April 14, 2021
Time:	10:00 am – 12:00 pm
Location:	Virtual Meeting
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.*