

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

April 14, 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
2. **Roll Call** - Stephanie Rowe
3. **Public Comment** (please limit to 3 minutes each)
4. **Consent Items** - Approve Board Meeting Minutes from March 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. Review TJA Loop Map Update Proposal / Discuss TJA 2021-2022 Contract Proposal Ideas
 - b. Review Board Seat Renewal Letter from Dean Hutton
9. **Future Agenda Items**
 - a. Review Fiscal Year 2021-2022 Projected Budget (May)
 - b. Review of TJA 2020-2021 Marketing Recap / Review of TJA 2021-2022 Contract Renewal Proposal (May)
 - c. Review SLO Coast Wine Sponsorship Opportunity (June)
 - d. Consideration of SLO Coast Wine Fund Application (July)
10. **Closing Comments** (please limit to 3 minutes each)
11. **Next Avila Beach Tourism Alliance Meeting:**

Date: May 12, 2021
Time: 10:00 am – 12:00 pm
Location: TBD
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.*