

## **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)

**Wednesday, September 8, 2021**

**10:00 am – 12:00 pm**

**No in-person meeting**

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

**Call in to Zoom 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 August 19, 2021
5. **CBID Local Fund Updates / Financials** - Cheryl Cuming
6. **Budget Update** - Stephanie Rowe
7. **Committee Reports**
  - a. TJA Activity Reports - John Sorgenfrei, Claudia Torkelson and Rick Turton
8. **Action/Discussion Items**
  - a. Discuss Decision from SLO Coast Wine Regarding Harvest on the Coast
9. **Future Agenda Items**
  - a. Discuss Additional Partnership Opportunities with SLO Coast Wine Collective (Oct)
  - b. Discuss a Destination Stewardship Program and Messaging
10. **Closing Comments** (please limit to 3 minutes each)
11. **Next Avila Beach Tourism Alliance Meeting:**

<b>Date:</b>	October 13, 2021
<b>Time:</b>	10:00 am – 12:00 pm
<b>Location:</b>	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.*