

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

Wednesday, January 12, 2022

10:00 am – 12:00 pm

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 November 10, 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. Review of SF Gate Winter Campaign Proposal from TJA Advertising
 - b. Update on SLO Coast Wine VIP Promotion from Kathleen Naughton
9. **Future Agenda Items**
 - a. Review of Follow-up Report for SLO Coast Wine VIP Promotion (by April meeting)
10. **Closing Comments** (please limit to 3 minutes each)
11. **Please Note the Next Avila Beach Tourism Alliance Meeting:**

Date:	February 9, 2022
Time:	10:00 am – 12:00 pm
Location:	Zoom 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.*