

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, August 11, 2021

10:00 am – 12:00 pm

In person: Sycamore Mineral Springs Resort – Boardroom

1215 Avila Beach Drive, San Luis Obispo, CA 93405

(805) 595-7302

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 July 14, 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 SLO Coast Wine Collective Partnership Fund Application
- 9. Future Agenda Items**
 - a. Discuss Additional Partnership Opportunities with SLO Coast Wine
- 10. Closing Comments** (please limit to 3 minutes each)
- 11. Next Avila Beach Tourism Alliance Meeting:**

Date:	September 8, 2021
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.*