

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, March 9, 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 February 9, 2022
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
 - i. Wine Influencer Richard Miyake's Visit
8. **Presentation(s)**
 - a. Follow-up Report from SLO Coast Wine VIP Promotion from Kathleen Naughton
9. **Action/Discussion Items**
 - a. Discuss Potential Hybrid Board Meetings and Updated Protocol
 - b. Update on TOT/Assessment Collections from Flying Flags Cottages
10. **Future Agenda Items**
 - a. Visit SLO CAL's Upcoming Travel & Tourism Training Curriculum and Events & Festivals Strategy (April)
 - b. Additional Marketing Campaign Proposals to Directly Benefit Avila Beach Lodging Partners
11. **Closing Comments** (please limit to 3 minutes each)
12. **Please Note the Next Avila Beach Tourism Alliance Meeting:**

Date: April 13, 2022
Time: 10:00 am – 12:00 pm
Location: TBD
13. **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.*