

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, April 13, 2022

10:00 am - 12:00 pm

Dean Hutton - Sycamore Mineral Springs Resort - Boardroom

Golda Escalante - Avila Lighthouse Suites

Ken Kelly - home office

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

- 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 9, 2022
- 5. CBID Local Fund Updates / Financials** - Cheryl Cuming
- 6. Budget Update** - Stephanie Rowe
- 7. Committee Reports** - TJA Activity Reports - John Sorgenfrei, Claudia Torkelson and Rick Turton
 - a. Review Additional Marketing Campaign Ideas for Current TJA Budget
- 8. Presentation(s)** (please limit to 15 minutes each) - Travel & Tourism Training Curriculum and Events & Festivals Strategy - Melissa Murray, Visit SLO CAL
- 9. Action/Discussion Items**
 - a. Discuss Format for Next Board Meetings and Confirm Protocol
 - b. Consideration of Administrative Services Contract Renewal
- 10. Future Agenda Items**
 - a. Review of 2022 Harvest on the Coast Funding Application (May)
 - b. Review of Fiscal Year 2022-2023 Projected Budget and Allocations (May)
 - c. Update on TOT/Assessment Collections from Flying Flags Cottages (June)
 - d. Discuss Ideas for Proposals to Directly Benefit Avila Beach Lodging Partners (Oct)
- 11. Closing Comments** (please limit to 3 minutes each)
- 12. Please Note the Next Avila Beach Tourism Alliance Meeting:**

Date:	May 11, 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.*