

# 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, May 11, 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 April 13, 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 of Wine Media Posts and SF Gate Campaign Results
- 8. Action/Discussion Items**
  - a. Funding Application for Western Monarch Butterfly Trail Interpretive Panel - Kristin Howland, Central Coast State Parks Association (CCSPA)
  - b. Fiscal Year 2022-2023 Projected Budget and Allocations
- 9. Future Agenda Items**
  - a. 2022 Harvest on the Coast Funding Application (June)
  - b. Format for Next Board Meetings and Confirm Protocol (ongoing)
  - c. Update on TOT/Assessment Collections from Flying Flags Cottages (June)
  - d. Discuss Ideas for Proposals to Directly Benefit Avila Beach Lodging Partners (Oct)
- 10. Closing Comments** (please limit to 3 minutes each)
- 11. Please Note the Next Avila Beach Tourism Alliance Meeting:**

**Date:** June 8, 2022  
**Time:** 10:00 am – 12:00 pm  
**Location:** Hybrid meeting, public 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.*