

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, July 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 May 11, 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
- 8. Action/Discussion Items**
 - a. 2021-2022 Cycle Central Coast Partnership Recap/2022-2023 Cycle Central Coast Partnership Proposal – Kylie Insko, Archer and Hound
 - b. 2022 Harvest on the Coast Funding Request – Kathleen Naughton, SLO Coast Wine
 - c. 2022-2023 LFA Imperative Co-op Opportunities with CBID – John Sorgenfrei
 - d. Update on TOT/Assessment Collections from Flying Flags Cottages
 - e. Discuss Having Special Marketing Meeting – Dean Hutton
- 9. Future Agenda Items**
 - a. Format for Next Board Meetings and Confirm Protocol (ongoing)
 - b. Board Term Expiration 12/8/22 (Sept)
- 10. Closing Comments** (please limit to 3 minutes each)
- 11. Please Note the Next Avila Beach Tourism Alliance Meeting:**

Date: August 10, 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.*