

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, September 14, 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 August 10, 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. Board Seat Renewal for Golda Escalante
9. **Future Agenda Items**
 - a. Stewardship Travel Program and Public Relations Update - Katie Sturtevant (Oct)
 - b. 2022 Harvest on the Coast Follow-up Report (Dec)
10. **Closing Comments** (please limit to 3 minutes each)
11. **Please Note the Next Avila Beach Tourism Alliance Board Meetings and Special Marketing Meeting:**
 - Date:** October 12, 2022 & November 9, 2022
 - Time:** 10:00 am – 12:00 pm
 - Location:** Hybrid meeting, public location Sycamore Mineral Springs Resort Boardroom
 - Special Marketing Meeting:**
 - Date:** November 16, 2022
 - Time:** 9:00 – 10:30 am
 - 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.*