

## 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)

**Please note that this meeting has been cancelled**

**Wednesday, October 12, 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 September 14, 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. None
9. **Future Agenda Items**
  - a. Stewardship Travel Program and Public Relations Update - Katie Sturtevant (Nov)
  - 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 Meeting and Special Marketing Meeting:**

<b>Date:</b>	November 9, 2022
<b>Time:</b>	10:00 am – 12:00 pm
<b>Location:</b>	Hybrid meeting, public location Sycamore Mineral Springs Resort Boardroom
<b>Special Marketing Meeting:</b>	
<b>Date:</b>	November 16, 2022
<b>Time:</b>	9:00 – 10:30 am
<b>Location:</b>	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.*