

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, November 9, 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 –**
 - a. TJA Activity Reports - John Sorgenfrei, Claudia Torkelson and Rick Turton
 - i. SF Gate Fall Campaign Update
 - b. Stewardship Travel Program and Public Relations Update - Katie Sturtevant
- 8. Action/Discussion Items**
 - a. None
- 9. Future Agenda Items**
 - a. 2022 Harvest on the Coast Follow-up Report
- 10. Closing Comments** (please limit to 3 minutes each)
- 11. Please Note the Next Avila Beach Tourism Alliance Meetings:**
 - Special Marketing Meeting:**
 - Date:** TBD
 - Time:** 9:00 – 10:30 am
 - Location:** In person meeting at Sycamore Mineral Springs Resort Boardroom
 - Monthly Advisory Board Meeting:**
 - Date:** December 14, 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.*