

Avila Beach Tourism Alliance
Special Meeting Agenda

Meeting in-person

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 16, 2022

9:00 - 10:30 am

Sycamore Mineral Springs Resort – Boardroom
1215 Avila Beach Drive, San Luis Obispo, CA 93405
(805) 595-7302

or

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. Action/Discussion Items**
 - a. Potential marketing campaigns to directly benefit Avila Beach lodging partners
 - b. Potential Beautification & Infrastructure Projects
- 5. Future Agenda Items**
 - a. 2022 Harvest on the Coast Follow-up Report
- 6. Closing Comments** (please limit to 3 minutes each)
- 7. Please Note the Next Avila Beach Tourism Alliance Meeting:**

Date:	December 14, 2022
Time:	10:00 am – 12:00 pm
Location:	Hybrid meeting, public location Sycamore Mineral Springs Resort Boardroom
- 8. 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.*