

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, February 8, 2023

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 November 16, 2022 and December 14, 2022
5. **CBID Local Fund Updates / Chumash Heritage National Marine Sanctuary / Financials** - Cheryl Cuming
6. **Budget Update** - Stephanie Rowe
7. **Committee Reports**
 - a. TJA Activity Reports - John Sorgenfrei, Claudia Torkelson and Rick Turton
 - i. Update on SF Gate Fall Campaign
8. **Action/Discussion Items**
 - a. Updates from special meeting ideas
 - b. State of California's short-term lodging per diem reimbursement rate
9. **Future Agenda Items**
 - a. None
10. **Closing Comments** (please limit to 3 minutes each)
11. **Please Note the Next Avila Beach Tourism Alliance Meetings:**

Monthly Advisory Board Meeting:
Date: March 8, 2023
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.*