

## 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)

**Wednesday, April 19, 2023**

**10:00 am - 12:00 pm**

**Sycamore Mineral Springs Resort – Boardroom**

**1215 Avila Beach Drive, San Luis Obispo, CA 93405**

**(805) 595-7302**

**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 February 8, 2023
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. New ad campaign
    - ii. New creative assets
    - iii. Pale Kai Outrigger Club event update
8. **Action/Discussion Items**
  - a. Discuss and evaluate marketing services RFP submissions / Determine final selection for award of contract
9. **Future Agenda Items**
  - a. Fiscal Year 2023-2024 Draft Budget and Allocations
10. **Closing Comments** (please limit to 3 minutes each)
11. **Please Note the Next Avila Beach Tourism Alliance Meeting:**

**Date:** May 17, 2023  
**Time:** 10:00 am – 12:00 pm  
**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.*