

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, May 17, 2023

10:00 am - 12:00 pm

Sycamore Mineral Springs Resort – Boardroom

1215 Avila Beach Drive, San Luis Obispo, CA 93405

(805) 595-7302

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 April 19, 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
- 8. Action/Discussion Items**
 - a. Pale Kai Outrigger Event - Mike Traynor
 - b. FY 2023-2024 LFA Imperative CBID Co-op Program - John Sorgenfrei
- 9. Future Agenda Items**
 - a. FY 2023-2024 Draft Budget and Allocations (June)
 - b. FYs 2021-2023 TJA Recap (June)
- 10. Closing Comments** (please limit to 3 minutes each)
- 11. Please Note the Next Avila Beach Tourism Alliance Meeting:**

Date:	June 14, 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.*