

## **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, June 14, 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** – Ken Kelly
- 2. Roll Call** - Stephanie Rowe
- 3. Public Comment** (please limit to 3 minutes each)
- 4. Consent Items** - Approve Board Meeting Minutes from May 17, 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. Cycle Central Coast 2022-2023 Recap and 2023-2024 Renewal – Jessica Blanchfield
  - b. TJA Advertising 2021-2023 Recap and 2023-2025 Renewal – John Sorgenfrei
  - c. 2023-2024 Draft Budget and Allocations – Stephanie Rowe
  - d. Discuss whether to meet in July
- 9. Future Agenda Items**
  - a. Recap from Pale Kai Outrigger Event (October)
- 10. Closing Comments** (please limit to 3 minutes each)
- 11. Please Note the Next Avila Beach Tourism Alliance Meeting:**

<b>Date:</b>	TBD
<b>Time:</b>	10:00 am – 12:00 pm
<b>Location:</b>	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.*