

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

Please note that this meeting has been canceled

Wednesday, July 12, 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 June 14, 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. 2023-2024 Cycle Central Coast Partnership Renewal – Jessica Blanchfield
 - b. Discuss Ideas for Website Refresh - Board
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:**

Date:	August 9, 2023
Time:	10:00 am – 12:00 pm
Location:	Avila Lighthouse Suites
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.*