

## 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, August 9, 2023**

**10:30 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. **Public Comment** (please limit to 3 minutes each)
3. **Consent Items** - Approve Board Meeting Minutes from June 14, 2023
4. **CBID Local Fund Updates / Financials** - Cheryl Cuming
5. **Budget Update / Harvest on the Coast Update** - Stephanie Rowe
6. **Committee Reports**
  - a. TJA Activity Reports - John Sorgenfrei, Claudia Torkelson, Rick Turton, Tom Walker
    - i. Pale Kai Outrigger Canoe Event Designs
7. **Action/Discussion Items**
  - a. Review and Discuss New Design Ideas for Website Refresh
  - b. Board Seat Resignation from Golda Escalante
  - c. New Board Seat Application
  - d. 2023-2024 Cycle Central Coast Partnership Renewal
8. **Future Agenda Items**
  - a. Recap from Pale Kai Outrigger Event (October)
9. **Closing Comments** (please limit to 3 minutes each)
10. **Please Note the Next Avila Beach Tourism Alliance Meeting:**

<b>Date:</b>	Wednesday, September 13, 2023
<b>Time:</b>	10:00 am – 12:00 pm
<b>Location:</b>	Sycamore Mineral Springs Resort – Boardroom
11. **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.*