

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, October 11, 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 / Welcome Mindy Hunter to Board** – Dean Hutton
2. **Roll Call** – Stephanie Rowe
3. **Public Comment** (please limit to 3 minutes each)
4. **Consent Items** - Approve Board Meeting Minutes from September 13, 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, Rick Turton, Tom Walker
8. **Action/Discussion Items**
 - a. None
9. **Future Agenda Items**
 - a. Discuss ideas for smaller wine events
 - b. Recap from Pale Kai Outrigger event (by Nov)
 - c. Updates on Bob Jones Trail, Cherry Canyon emergency access, and future flooding improvements – Supervisor Dawn Ortiz-Legg (Dec)
10. **Closing Comments** (please limit to 3 minutes each)

11. Please Note the Next Avila Beach Tourism Alliance Meeting:

Date: Wednesday, **November 15**, 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.*