

## 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, **November 15, 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 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. Follow-up report from Pale Kai Outrigger event, Geof Findley
9. **Future Agenda Items**
  - a. 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:**

<b>Date:</b>	Wednesday, December 13, 2023
<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.*