

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

Wednesday, January 10, 2024

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?omn=81811988808>

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 November 15, 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. New Board Application from Chris Oh, Avila Lighthouse Suites
 - b. SLO Coast Wine Tasting Passes, Kathleen Naughton
 - c. Updates on Bob Jones Trail, Cherry Canyon emergency access, and future flooding improvements, Supervisor Dawn Ortiz-Legg
 - d. Pale Kai Outrigger Event 2024, John Sorgenfrei
9. **Future Agenda Items**
 - a. None
10. **Closing Comments** (please limit to 3 minutes each)
11. **Please Note the Next Avila Beach Tourism Alliance Meeting:**

Date:	Wednesday, February 14, 2024
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.*