

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, February 14, 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 Link: <https://us02web.zoom.us/j/3666006311?omn=82276949294>

- 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 January 10, 2024
- 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
 - i. Update on Visit CA Campaign
- 8. Action/Discussion Items**
 - a. SLO Coast Wine Tasting Pass Promotion, Kathleen Naughton
 - b. Cycle Central Coast December Takeover Data, TJA and Jessica Blanchfield
- 9. Future Agenda Items**
 - a. Pale Kai Outrigger Canoe Event Funding Application
 - b. Board Seat Renewal for Ken Kelly
- 10. Closing Comments** (please limit to 3 minutes each)
- 11. Please Note the Next Avila Beach Tourism Alliance Meeting:**

Date:	Wednesday, March 13, 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.*