

## **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, March 13, 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=86459435412>

- 1. Call to Order/Welcome New Board Member Chris Oh** – Dean Hutton
- 2. Public Comment** (please limit to 3 minutes each)
- 3. Consent Items** - Approve Board Meeting Minutes from February 14, 2024
- 4. CBID Local Fund Updates / Financials** - Cheryl Cuming
- 5. Budget Update** - Stephanie Rowe
- 6. Committee Reports**
  - a. TJA Activity Reports - John Sorgenfrei, Claudia Torkelson, Rick Turton, Tom Walker
- 7. Presentation** (please limit to 15 mins) - 10C SLO Down Truck Show Sponsorship Opportunities, Paul Karp
- 8. Action/Discussion Items**
  - a. SLO Coast Wine Tasting Pass Promotion
- 9. Future Agenda Items**
  - a. Board Seat Renewal for Ken Kelly (April)
  - b. 2024 10C SLO Down Truck Show Sponsorship Consideration (April)
  - c. Fiscal Year 2024-2025 Budget (April)
  - d. Administrative Services Contract Renewal (May)
  - e. Pale Kai Outrigger Canoe Event Funding Application (May)
- 10. Closing Comments** (please limit to 3 minutes each)
- 11. Please Note the Next Avila Beach Tourism Alliance Meeting:**

**Date:** Wednesday, April 10, 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.*