

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, April 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 Link: <https://us02web.zoom.us/j/3666006311?omn=81279892382>

1. **Call to Order** – Dean Hutton
2. **Public Comment** (please limit to 3 minutes each)
3. **Consent Items** - Approve Board Meeting Minutes from March 13, 2024
4. **CBID Local Fund Updates / Cycle Central Coast Update / Financials** - Cheryl Cuming
5. **Budget Update** - Stephanie Rowe
6. **Committee Reports**
 - a. TJA Activity Reports - John Sorgenfrei, Claudia Torkelson, Rick Turton, Tom Walker
 - i. Wine Tasting Pass Promotion Updates
7. **Action/Discussion Items**
 - a. 2024 10C SLO Down Truck Show Sponsorship, Paul Karp
 - b. Board Seat Renewal for Ken Kelly
8. **Future Agenda Items**
 - a. Open Studio Art Tour, Jordan Chesnut and Summer Truschke (May)
 - b. Fiscal Year 2024-2025 Budget (May)
 - c. Administrative Services Contract Renewal (May)
 - d. Pale Kai Outrigger Canoe Event Funding Application (May or June)
 - e. Stewardship Travel for Good Update, Katie Sturtevant (June)
9. **Closing Comments** (please limit to 3 minutes each)
10. **Please Note the Next Avila Beach Tourism Alliance Meeting:**

Date: Wednesday, May 8, 2024
Time: 10:00 am – 12:00 pm
Location: Sycamore Mineral Springs Resort – Boardroom

11. 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.*