

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, May 8, 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/88018351071>

- 1. Call to Order** – Dean Hutton
- 2. Public Comment** (please limit to 3 minutes each)
- 3. Consent Items** - Approve Board Meeting Minutes from April 10, 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
 - i. Wine Tasting Pass Promotion Updates
- 7. Action/Discussion Items**
 - a. Pale Kai Outrigger Canoe Event Funding Application, Geof Findley
 - b. 2024 10C SLO Down Truck Show Marketing/Collateral & Swag direction, All
 - c. Fiscal Year 2024-2025 Budget, Stephanie Rowe
 - d. Administrative Services Contract Renewal, Stephanie Rowe
- 8. Future Agenda Items**
 - a. Open Studio Art Tour, Jordan Chesnut and Summer Truschke (June)
 - b. 2024-2025 LFA Imperative Proposal, Cheryl Cuming/TJA (June)
 - c. Updated 2024-2025 TJA Marketing/Media Plan, John Sorgenfrei (June)
 - d. Stewardship Travel for Good Update, Katie Sturtevant (June)
 - e. Decide if having July Board Meeting (June)
- 9. Closing Comments** (please limit to 3 minutes each)
- 10. Please Note the Next Avila Beach Tourism Alliance Meeting:**

Date: Wednesday, June 12, 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.*