

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

Please note that this meeting has been canceled

Wednesday, June 12, 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:

- 1. Call to Order** – Ken Kelly
- 2. Public Comment** (please limit to 3 minutes each)
- 3. Consent Items** - Approve Board Meeting Minutes from May 8, 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
 - b. Updated 2024-2025 TJA Marketing/Media Plan, John Sorgenfrei
 - c. Stewardship Travel for Good Update, Katie Sturtevant
- 7. Action/Discussion Items**
 - a. Open Studio Art Tour, Jordan Chesnut and Summer Truschke
 - b. Friends of Avila Pier Funding Application
 - c. 2024-2025 LFA Imperative Proposal, Cheryl Cuming/TJA
- 8. Future Agenda Items**
 - a. 2024 10C SLO Down Truck Show Follow-up Report, Paul Karp
 - b. 2024 Pale Kai Outrigger Event Follow-up Report, Geof Findley
- 9. Closing Comments** (please limit to 3 minutes each)
- 10. Please Note the Next Avila Beach Tourism Alliance Meeting:**

Date: July 10, 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.*