

## 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, July 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/88018351071>

1. **Call to Order** – Dean Hutton
  - a. Ken Kelly board renewal approved by Board of Supervisors
2. **Public Comment** (please limit to 3 minutes each)
3. **Consent Items** - Approve Board Meeting Minutes from May 8, 2024
4. **Budget Update** - Stephanie Rowe
5. **Committee Reports**
  - a. TJA Activity Reports - Claudia Torkelson, Rick Turton
  - b. LA Times Campaign Results / Updated 2024-2025 Marketing & Media Plan, John Sorgenfrei
  - c. Stewardship Travel for Good and PR Updates, Katie Sturtevant
6. **Action/Discussion Items**
  - a. Avila Beach Pier Funding Application, Marcia Scott, Friends of Avila Pier
  - b. 2024-2025 LFA Imperative Proposal, John Sorgenfrei
7. **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
8. **Closing Comments** (please limit to 3 minutes each)
9. **Please Note the Next Avila Beach Tourism Alliance Meeting:**

<b>Date:</b>	August 14, 2024
<b>Time:</b>	10:00 am – 12:00 pm
<b>Location:</b>	Sycamore Mineral Springs Resort – Boardroom
10. **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.*