

## 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)

**Please note that this meeting has been cancelled**

**Wednesday, August 14, 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 July 10, 2024
- 4. Budget Update** - Stephanie Rowe
- 5. Committee Reports**
  - a. TJA Activity Reports - John Sorgenfrei, Claudia Torkelson, Rick Turton
- 6. Action/Discussion Items**
  - a. None
- 7. Future Agenda Items**
  - a. 2024 10C SLO Down Truck Show Follow-up Report, Paul Karp (September)
  - b. 2024 Pale Kai Outrigger Event Follow-up Report, Geof Findley (by November)
- 8. Closing Comments** (please limit to 3 minutes each)
- 9. Please Note the Next Avila Beach Tourism Alliance Meeting:**

<b>Date:</b>	September 11, 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.*