

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, September 11, 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. 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
- 7. Presentation** - 2024 10C SLO Down Truck Show Follow-up Report, Paul Karp
- 8. Action/Discussion Items**
 - a. None
- 9. Future Agenda Items**
 - a. 2024 Pale Kai Outrigger Event Follow-up Report, Geof Findley (by November)
- 10. Closing Comments** - (please limit to 3 minutes each)
- 11. Please Note the Next Avila Beach Tourism Alliance Meeting:**

Date:	October 9, 2024
Time:	10:00 am – 12:00 pm
Location:	Sycamore Mineral Springs Resort – Boardroom
- 12. 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.*