

Avila Beach Tourism Alliance Meeting Agenda

Wednesday, January 8, 2025

10:00 am - 12:00 pm

Sycamore Mineral Springs Resort – Boardroom

1215 Avila Beach Drive, San Luis Obispo, CA 93405

Join Zoom Meeting: <https://us02web.zoom.us/j/88018351071>

Call to Order/Introductions

Chair Dean Hutton

Public Comment - (limited to 3 minutes per speaker)

Chair Hutton

Administrative Items

Chair Hutton and Rowe

1. **Roll Call**
2. **Consent Items** - October 9, 2024 meeting minutes will be reviewed and approved
3. **Monthly Budget Report**
4. **Next Meetings:** February 12, 2025 and March 12, 2025

Information Items

1. **CBID Local Fund Updates and Financials**

CAO Cuming

2. **Review of Updated CBID and LFA By-laws Approved by BOS**

3. **Brown Act Social Media Reminder**

4. **Marketing Agency Updates**

Sorgenfrei, Jensen and Turton

Action Items (each topic will allow for board discussion, followed by public comment)

Chair Hutton

1. **Bob Jones Trail Funding Application** - Friends of Bob Jones Trail to present funding request for review and board approval.
2. **Unused Monies from Pale Kai Event Funding** - Update on request from County to have organizer return unused \$1,000.
3. **Status of Board Member** - Present update letter on eligibility status of board member for board acceptance.
4. **New Board Chair** - The Board will nominate and confirm a new board chair for 1-year term.
5. **New Board Vice Chair** - The Board will nominate and confirm a new board vice chair for 1-year term.

Future Agenda Items - None

Chair Hutton

Closing Comments and Adjournment

Chair Hutton

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per speaker) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The agenda provides a general description and staff recommendations; however the Board of Directors may take action other than what it recommended.

ADA NOTICE: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify abta@visitavilabeach.com at least 48 hours in advance of the meeting.

