

**Avila Beach Tourism Alliance
Meeting Agenda**

Please note that this meeting has been cancelled

Wednesday, February 12, 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 Ken Kelly

Public Comment - (limited to 3 minutes per speaker)

Chair Kelly

Administrative Items

Chair Kelly and Rowe

- 1. Roll Call**
- 2. Consent Items** - January 8, 2025 meeting minutes will be reviewed and approved
- 3. Monthly Budget Report**
- 4. Next Meetings:** March 12th & April 9th

Information Items

- 1. CBID Local Fund Updates and Financials**
- 2. Friends of Bob Jones Trail Funding Application Update**
- 3. Marketing Agency Updates**

CAO Cuming

Walker, Jensen and Turton

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

Chair Kelly

- 1. Board Seat Renewal** – The Board will review and accept Dean Hutton’s letter of interest to continue on the board.
- 2. Airport Advertising** – The Board will review and discuss whether to seek more information about the SLO Airport advertising program.

Future Agenda Items

Chair Kelly

- 1. TJA Mid-Year Marketing Report (March)**

Closing Comments and Adjournment

Chair Kelly

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.

