

Avila Beach Tourism Alliance Meeting Agenda

Wednesday, March 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: April 9th & May 14th

Information Items

1. CBID Local Fund Updates, Mid-Year Report and Financials CAO Cuming
2. Friends of Bob Jones Trail Funding Application Update
3. Marketing Agency & Website Updates Sorgenfrei, Jensen, Turton & Walker
4. Marketing Agency Mid-Year Report

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

Chair Kelly

1. C10 SLO Down Truck Show Funding Application - Paul Karp will present the funding application for Board review and approval.
2. Board Seat Renewal - The Board will review and accept Dean Hutton's letter of interest to continue on the board.
3. Resolution supporting new non-profit Highway 1 Tourism Alliance - The Board will review and approve a resolution designating SLO County TBID funds to Highway 1 Tourism Alliance (H1TA) and recommending H1TA as the designated County contractor.
4. 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. Catch of the Central Coast Funding Application
2. Wine Tasting Pass Program

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.

