

Avila Beach Tourism Alliance Meeting Agenda

Wednesday, April 9, 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>

1. **Call to Order/Introductions** Chair Ken Kelly
2. **Public Comment** - (limited to 3 minutes per speaker) Chair Kelly
3. **Administrative Items** Chair Kelly and Rowe
 - a. **Roll Call**
 - b. **Consent Items** - March 12, 2025 meeting minutes will be reviewed and approved
 - c. **Monthly Budget Report**
 - d. **Next Meeting:** May 14, 10am-12pm, Sycamore Mineral Springs Resort
4. **Information Items**
 - a. **CBID Local Fund Updates and Financials** CAO Cuming
 - b. **Marketing Agency Updates** Sorgenfrei, Jensen, Turton & Walker
5. **Action Items** (each topic will allow for board discussion, followed by public comment) Chair Kelly
 - a. **C10 SLO Down Truck Show Funding Application** - Paul Karp will present funding application for Board review and approval.
 - b. **Marketing Agency Contract Renewal** - TJA Advertising will present proposal for Board review and approval.
 - c. **Administrative Services Contract Renewal** - Stephanie Rowe will present proposal for Board review and approval.
6. **Future Agenda Items** Chair Kelly
 - a. **Catch of the Central Coast Funding Application**
 - b. **Pale Kai Outrigger Pecho Rock Event Funding Application**
 - c. **Open Studios Art Tour Funding Application**
 - d. **Airport Advertising Program Update**
 - e. **New Fiscal Year Budget and Allocations**
7. **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.

