Avila Beach Tourism Alliance
Meeting Agenda
Wednesday, November 11, 2026
10:00 am - 12:00 pm
Sycamore Mineral Springs Resort & Spa – Boardroom
1215 Avila Beach Drive, San Luis Obispo, CA 93405

1. **Call to Order / Welcome potential new board member / Roll Call - Stephanie** — **Chair Ken Kelly**
2. **Public Comment** - (limited to 3 minutes per speaker) — **Chair Kelly**
3. **Information Items** — **Chair Kelly**
   a. **Next Meeting:** December 9, 10am-12pm, Sycamore Mineral Springs Resort
   b. **H1TA Local Fund Updates** — **CAO Cuming**
   c. **Monthly Budget Report** — **Rowe**
   d. **Marketing Agency Updates** — **Sorgenfrei, Cox, Walker & Turton**
4. **Consent Items** - 10/14/26 meeting minutes and September 2026 financials to be approved — **Chair Kelly**
5. **Presentations**
   a. **Funding follow-up report for 2026 Creeks to Coast Cleanup from Kendra Paulding**
   b. **Funding follow-up report for 2026 Pale Kai Outrigger Expo from Tamara Jones**
   c. **Funding follow-up report for 2026 Avila Beach Farmers' Market from Julie Andrews-Scott**
6. **Action Items** (each topic will allow for board discussion, followed by public comment) — **Chair Kelly**
   a. **Leatherback Turtle Statue Naming Contest** - Review and discuss proposal from Kate Gillespie.
   b. **Emergency Information Flyer for Lodging Partners** - Board review for final approval.
   c. **Board Applications from Monica Gonzales, Will Friedman and Trish Kesselring** - New board applicants for board acceptance.
7. **Future Agenda Items** — **Chair Kelly**
   a. **Follow-up reports for: C10 SLO Down; Bob Jones Trail Kiosk Signage; Upwell Turtle Statue and City to the Sea Marathon & 5k** (by Dec)
   b. **Update by-laws to include provision for multiple year event funding** (Jan)
8. **Closing Comments** — **Chair Kelly**
9. **Adjournment** — **Chair Kelly**

BROWN ACT: The Brown Act requires that an agenda include a brief description of each item to be transacted or discussed be publicly posted at least 72 hours prior to a regular meeting and at least 24 hours prior to a special meeting. The agenda will be posted at www.Highway1RoadTrip.com/member as well as outside the Katcho Achadjian Government Center located at 1055 Monterey Street, San Luis Obispo. The Brown Act does not require the packet be posted but does require that materials shall be made available for public inspection at the time materials are distributed to the board. The location of the office for public inspection of documents is 81 Higuera St., Suite 220, San Luis Obispo, CA. To request an electronic copy of the board materials, contact the administrator, Stephanie Rowe at abta@visitavilabeach.com or 408.597.7021. A printed packet will also be available at the public meeting. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Stephanie Rowe at abta@visitavilabeach.com or 408.597.7021at least 48 hours prior to the meeting.

MADDY ACT: The County of San Luis Obispo maintains the list of all appointive terms and offices. As required, the list of vacancies and appointments is posted annually after the first of the year at the City of San Luis Obispo County Library, and in the Board of Supervisors Office in accordance with Government Code requirements. When an appointee resigns, new vacancies are posted at the City of San Luis Obispo County Library, and outside the Katcho Achadjian Government Center. For the most current list of vacancies and appointments, please contact the Clerk of the Board at ad_board_clerk@co.slo.ca.us or call 805-781-5011. A list of Committee and Commissions whose members are appointed by the County of San Luis Obispo Board of Supervisors as well as the application to apply can be found at https://www.slocounty.ca.gov/departments/board-of-supervisors/serve-your-community

NOTICE TO PUBLIC: You are welcome and encouraged to participate in this meeting. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. "Public Comment" is set aside for members of the audience to raise issues that are not specifically on the agenda. However, due to public meeting laws, the Board can only listen to your issue, not respond or take action. These presentations are limited to three (3) minutes and total time allotted to non-agenda items will not exceed fifteen (15) minutes. The Board may give direction to staff to respond to your concern or you may be offered the option of returning to discuss at a future meeting where the item is properly agendized. With regard to items that are on the agenda, you will be given an opportunity to speak for up to three (3) minutes when the Board discusses that item. When addressing the Board, speakers are requested to state their name and adhere to the time limits set forth. Citizens may request that a topic related to the business of the tourism board be placed on a future agenda. Once such an item is properly agendized and publicly noticed, the Board can respond, interact, and act upon the item. 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 is recommended.