

AVILA BUSINESS ASSOCIATION
Minutes for March 5, 2008
5:30 pm - Old Custom House Banquet Room

Call Meeting to Order –Leonard Cohen

Board members present: R. Ogden, C. Barbettini, BJ Johnson, L. Cohen, T. Hodge, K.Argano. We have a quorum.

- 1. Review and approve minutes from Feb 6 meeting.
Minutes from February 6 minutes approved, no changes.
LC/TH**
- 2. Review financials: Tim Hodge: \$52,800 in checking account. New membership fees added to the funds this month.**
- 3. Report on AVAC meeting: LC said it was the best meeting he has ever been at. Special events ordinance was reviewed by AVAC, ABA, ABCA and AVAC's Land Use Committee; these groups actually came to a consensus for changes to submit to the county. Darren from Compass Health shared renderings of the potential changes to Mr. Ricks, a re- design of the patio area in front of Mr. Ricks. Communication is finally flowing between all of the Avila Community Orgs and Leonard is pleased that the ABA is growing to give a voice to the business community.**
- 4. ALS event on Promenade: Presentation by Dr. Bonnie Markhoff and Pastor Glenn Pickett. Bonnie and Glenn shared a slide show from last year and the details of the event. They would like to partner with local businesses as the friends and family of the riders will be staying in Avila Beach for the day of the ride. The riders start at @ 7am. About 100 riders last year and they are hoping to grow the race. July 19th is the date of the ride. Parking will be a concern and part of a logistical plan. Insurance**

issues, proposed layout for CDF, will be discussed with the Special Events/Promenade Committee. We will schedule a meeting in the next two weeks to iron out the details. Any questions can be directed to Dr. Bonnie Markhoff: acc162@aol.com or at Animal Care Clinic: 805.545.8212. Glenn Pickett: gpickett@gracevine.com Glenn founded the race in honor of his brother who passed from ALS. www.centralcoastcentury.com

5. Jonni Biaggini: Executive Director of CCVCB, BID presentation, all unincorporated areas. March 18th is the public hearing. John King and Noreen Martin are in favor of this. Doesn't affect RV parks, but Hotels, vacation rentals. Assessment on lodging owner, most BID's pass this on to their guests. Many ways to promote, driven by website. Bj had recommended a letter of support. LC recommended that we contact all the hotels/rentals in our area and get a consensus form our community. Then we will send a letter to Jonni after that. Tim seconds. <http://www.sanluisobispo.com> for more information.

6. Subcommittee reports

1. Fish and Farmers Market

BJ: Great article in Avila News, but no mention of Fish! Closing date may be inaccurate. C. Mead in audience will correct in next issue. BJ suggested we use "Fish Bucks" to promote our fish markets. Start date is Friday April 4th.

2. Special Events:

1. Golf Tournament: June 1st at Avila Golf Course. Will benefit F&F Mkt to cover advertising for the year. LC and Julie heading up tournament. Will be asking for local support. Brochures and forms will be out soon.

3. Marketing, Website

Now two sites to promote the difference between the Avila tourism information and the ABA.

www.avilabusiness.com. The site will be up and running in the next few days per TH. Next meeting we will set up to project both sites on a screen to go through the aspects of both sites! New email address for Karin:

executivedirector@avilabusiness.com. New phone number also: 805.888.4593. Please review the site and submit any changes to Tim or Karin.

4. Promenade

Tim is working on the contract with the county, still finalizing rates and approving usages. Recycling containers are on the promenade, the lids are not on them yet, will be installed in the next week or so. Hopefully people will be aware enough to only put recycling in the containers. The Customs House is monitoring the usage and dumping of these containers. Audience member suggested that we need another trashcan by the bathrooms. Discussion about shaved ice sales on the promenade by the cart vendors as a few concerned business owners had brought issue to the board. Both Jeff Maines, a hot dog cart vendor and the owners of the Gelato shop expressed their opinions. It was agreed that the Promenade sub-committee would meet with the vendors and business owners about this issue to resolve any conflicting views and explain the structure of the contracts the vendors have with the ABA. A meeting will be set up in the next month to discuss.

5. Membership

The application is now on-line at the ABA site and Karin will bring brochures to future meetings! Southern Wine and Spirits is our newest member along with PG&E.

7. New Business:

Dorie Zwinger from the Yacht Club presented that they would like to do a Boat Parade on 4th of July. They need a special event permit for the Day and the Yacht Club sponsors the event. About 15 boats, from 12- 1pm. Then they have an activity at the Yacht Club around 3:00pm. She would like to have music on the pier also. Tim and Karin will meet with Dori after we have all of the Promenade contract and fee structures completed.

1. Non- participating board members

Per the bylaws, Karin will send out a letter to ask about their status.

Meeting adjourned.

**Respectfully submitted,
Karin Argano
Sect/Exec Dir**