



April 7, 2015

San Luis Obispo County Board of Supervisors
1050 Monterey Street
San Luis Obispo, CA 93408

RE: BCID Advisory Board

To Whom It May Concern:

My four-year term as chairperson on the Avila Beach Tourism Alliance Board will end on May 23, 2015. I have been asked to continue to serve on the CBID Advisory board and as chairperson for another term through May 2015.

The owner of Sycamore Mineral Springs Resort & Spa, John King, agrees with this decision and continues to support my service on the Avila Beach Tourism Alliance Board. My fellow board members, Katie Manley and Kalie Howard, support my decision to continue as board chairperson.

During my tenure and of my fellow board members, we've undertaken and completed a wide variety of projects. The Avila Beach Tourism Alliance Board of Directors is striving to accomplish our goals of bringing out-of-area guests to our lodging properties in Avila Beach.

Sincerely,

A handwritten signature in black ink, appearing to read "Charles Crellin", with a long horizontal flourish extending to the right.

Charles Crellin



Event Sponsorship and Date Sponsored

1. Giro Della Costa Centrale Italian Cycling Festival (2015)
2. Chardonnay Symposium (2015)
3. Airport Conference Opening Night Event (2015)
4. Amgen Tour of California (2013 & 2015)
5. SLO International Film Festival (2013, 2014 & 2015)
6. SLO Wine Country Association Harvest Celebration (Annual event from 2011 – present)
7. Avila Apple Festival (Inaugural event 2014)

Marketing

1. Stewardship Travel Program
 - a. Beach Clean-up and Tote Bag Program (2013 – present)
 - b. Avila Beach Bird Sanctuary Signage (2014)
2. YouTube and Facebook Ad Campaigns (Shoulder Season 2013-2014 & 2014-2015)
3. US Airways Features Co-op (Issues March 2013 & September 2014)
4. New Logo targeted to consumers (2014)
5. Videos: Apple Festival Grower's, Apple Festival Recap, Avila Aerial, Student beach Clean-up (2014-2015)
6. Trip Advisor Ad Campaign (2014-2015)
7. Touring & Tasting Magazine Co-op (2014)
8. National Geo Hot Spots Travel Email Campaign Co-op (2014)
9. Bay Area News Group Digital Program Co-op (2014)
10. Travel Log (2014-2015)
11. Avila Wine Map (2012-present)
12. VisitAvilaBeach.com Website Redesign (2012)