

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

January 11, 2017 – Sycamore Mineral Springs Resort Conference Room, Avila Beach

Board Members Present:

Charles Crellin, Sycamore Mineral Springs Resort
Christopher King, Avila Village Inn
Kalie Howard, Avila Lighthouse Suites

Others Present:

Stephanie Rowe, ABTA admin
John Sorgenfrei, TJA Advertising
Kaci Knighton, TJA Advertising
Rick Turton, TJA Advertising
Holly Holiday, Create Promotions

Absent: None

CBID: Cheryl Cuming (CAO)

1. **Call to Order:** by board chair Charles Crellin at 10:10 am
2. **Public Comment:** None
3. **Consent Items:** The January 5, 2017 minutes were approved for review and approval. A motion was made by Chris King, and seconded by Kalie Howard. With no further discussion, the January 5th minutes were approved by a unanimous voice vote of the local Advisory Board.
4. **CBID and Financials Update:** Cheryl Cuming gave an update for the past month.
 - a. 77,417 video views on Facebook with 27k boomer and 23k millennials
 - b. Coast Discovery & Stewardship tool kits were distributed to constituents.
 - c. Key milestones: website sessions goal was 30% and actual was 57.4% (+33,500).
 - d. The 2017 Brand Marketing summary was reviewed. Roam Campaign was launched December 1; the Highway 1 Discovery Route website was redesigned and has lots of assets. Digital advertising efforts focused on LA Times for boomers and Bay Area News Group for millennials. Native advertising in SFGate targeting ages 25-34 as well as Facebook and Instagram campaigns. Will be running the Coastal Discovery & Stewardship campaign and shoulder season campaign concurrently.
 - e. The first free movie of CD&S will be shown on Saturday, January 14 at Hearst Castle Theater.
 - f. There are many blog articles on the website that can be repurposed for constituent's use.
 - g. Cheryl confirmed that Avila's assessments were 17.47% of the total collected.
5. **Budget Update:** Stephanie Rowe confirmed that collections in November totaled \$15,029.81. Available funds (including the 2015-2016 carry-forward) total \$202,178.83 and funds after approved applications and anticipated expenses removed are \$36,288.80.
6. **Committee Reports:**
 - a. **Stewardship Travel Program – Christopher King:** Chris showed the stewardship artwork from Reilly Newman. The Board thought it was great and provided feedback for several changes. Chris will review the final at the next meeting.
 - b. **TJA Activity Report/Website Analytics Update – John Sorgenfrei, Kaci Knighton, Rick Turton:**

Kaci gave an update on social media in the last month. Facebook fans are at 64,453. Top referrals were Facebook.com, VisitAvilaBeach.com and Google.com. She showed the most popular post which was a photo of dogs at Dog Beach. She is starting to promote Bird Sanctuary Day. She noted that our demographics are still the same with women between the ages of 35-44 leading the force and women between the ages of 55-64 the most likely to engage with our content. Instagram increased 2% has 10,144 fans. This is comparable to other accounts. The travel blog article was about the Avila Bird Sanctuary Day and the Polar Bear Plunge. The most popular photo on Instagram was also the dogs on Dog Beach. Cheryl Cuming noted that Kaci produced a wildlife video that will be used during Coastal Discovery & Stewardship. John Sorgenfrei noted that the TJA Team will discuss any website anomalies prior to the meeting so they can provide an explanation to the Board. Rick noted that increase in website traffic can be attributed to the Facebook and YouTube ads that started in October and will run through June. He noted that most people are viewing on mobile devices. The data shows that the front-end social media that Kaci works on directly affects the back-end website stats. John Sorgenfrei suggested showing the website data at the mixer which shows the benefits to our lodging partners.

7. Presentations:

- a. **2017 Bubblyfest Fund Application, Holly Holiday:** Holly presented an overview of the Sparkling Wine and Champagne festival which will be held on October 6-8, 2017. The main event will be at the Avila Beach Golf Resort. This is the 4th year for the festival. There will be two pop-up events, in Los Angeles and San Francisco, to promote the main event in Avila Beach. Attendees for 2016 were 1,140 paid/comped, 200 vendors, and 10 media reps for total of 1,350 with 70% from out of area. Most vendors from last year have already said they want to come back this year. Funds requested: \$9,000 which will be used as follows: \$6,000 for a targeted marketing campaign and \$3,000 for two separate discount promotions to attract lodging stays. For general admission tickets, attendees will receive \$20 discount and for VIP tickets, attendees will receive a \$40 discount when they book their stay in Avila Beach. Charles Crellin asked about a marketing plan. Holly noted that she does not market much to locals. Instead, most dollars will go towards geographical targeting for digital advertising in national publications such as 7x7 Magazine and Wine Spectator and social media. She would like to advertise in Wine Enthusiast. Charles asked for a detailed marketing plan and demographics targeted. Holly noted she is looking for a venue in Avila Beach to host the Gatsby Cocktail Party on Friday night. It has been held at the Sea Crest Hotel every year. Charles noted that it would be better to have the Gatsby party in Avila Beach so attendees will be encouraged to stay in Avila. Holly will contact the Central Coast Aquarium about possibly having the cocktail party at the new outdoor space being built. Cheryl Cuming asked for the sponsor benefits. Chris King noted that the promotion needed to include vacation rentals as well as hotels. The fund request will be on the February agenda for board consideration.

8. Action/Discussion Items:

- a. **TJA Marketing Campaign Proposals:** John Sorgenfrei presented the proposed media plan to go to the end of the contract period. He noted that the proposal was a laundry list of items, as additions to the current plan. John recommended approving the LA Times and Bay Area News Group media placements and the additional Facebook and Instagram ads. Cheryl Cuming noted that the Board could consider extending TJA's current contract period to end on June 30, 2017 from April 30, in order bring in line with the fiscal year and to pursue the opportunities in May and June.

A motion was made by Charles Crellin, and seconded by Kalie Howard, to approve a total of \$45,000 and to extend the current TJA Advertising contract to June 30, 2017. The funds will come out of the current TJA budget and will go towards additional media placements in the Bay Area News Group (\$25,000) and additional Facebook (\$10,000) and Instagram (\$10,000) ads. With no further discussion, the contract extension and additional advertising funds were approved by unanimous voice vote of the local Advisory Board.

- b. **2017 SLO Ultra Funding Consideration:** Stephanie Rowe noted that this was the second year of a 3-year tiered contract as Presenting Sponsor. In 2016, the Board approved \$15,000. For 2017, funds requested are \$12,500, and in 2018, funds requested are \$10,000. Chris King noted that it is a good event. The board discussed that the 2016 event brought only 36% out of area participants and the date in September was at a time when it was already busy. Stephanie Rowe will invite Samantha Pruitt to present the marketing plan at the next meeting.

A motion was made by Charles Crellin, and seconded by Chris King, to approve \$12,500 for the SLO Ultra at Wild Cherry Canyon Race as the Presenting Sponsor to be held September 9, 2017, contingent upon receiving a detailed marketing plan and overall budget. This is the second year of a three year tiered agreement and funding was approved with the requirement of striving for 50% out of area participants, as well as considering a date change in 2018 to a less busy time. With no further discussion, the sponsorship was approved by unanimous voice vote of the local Advisory Board.

- c. **2017 SLO GranFondo Funding Consideration:** Stephanie Rowe noted that this was the second year of a 3-year tiered contract as Presenting Sponsor. In 2016, the Board approved \$27,500. For 2017, funds requested are \$22,500, and in 2018, funds requested are \$17,500. The board discussed that the 2016 event brought in 76% out of area participants and that they definitely had room stays from the event. Stephanie Rowe will invite Samantha Pruitt to present the marketing plan at the next meeting.

A motion was made by Charles Crellin, and seconded by Chris King, to approve \$22,500 for the SLO GranFondo Cycling Festival as the Presenting Sponsor to be held October 28-29, 2017, contingent upon receiving a detailed marketing plan and overall budget. This is the second year of a three year tiered agreement. With no further discussion, the sponsorship was approved by unanimous voice vote of the local Advisory Board.

- d. **2017 Annual Constituent Mixer Discussion / Budget Proposal:** Charles Crellin noted that the Board approved \$1,000 for last year's mixer. He noted that this year, we would be inviting all the Avila business owners in addition to constituents and community partners. He thought that \$1,500 would be enough to fund the venue and catering for the event scheduled for Thursday, February 23, 5:30-7:00 pm at the Avila Golf Resort Beach.

A motion was made by Charles Crellin, and seconded by Kalie Howard, to approve funding not to exceed \$1,500 for the venue and catering at the constituent mixer to be held on February 23, 2017. With no further discussion, the funding was approved by unanimous voice vote of the local Advisory Board.

- e. **Confirm February Meeting Date and Time:** The Board confirmed that the next meeting will be on Wednesday, February 15, 8:00-10:00 am.
- f. **TJA Advertising Projects:** None

9. Future Agenda Items/New Business:

- a. Constituent Mixer Update
- b. 2017 SLO Ultra Marketing Plan Presentation
- c. 2017 SLO GranFondo Marketing Plan Presentation
- d. 2017 Bubblyfest Fund Application Consideration
- e. Confirm Budget Allocations / Review Event Funding Criteria
- f. Revamped Beach Clean-up Program Update and Budget Proposal

10. Closing Comments: None

11. Next ABTA Local Fund Advisory Board Meetings:

Dates: **February 15, 2017**

Time: **8:00 am – 10:00 am**

Location: **Sycamore Mineral Springs Resort Boardroom**

12. Adjournment: The meeting was adjourned at 12:09 pm.