

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

February 15, 2017 – Sycamore Mineral Springs Resort Conference Room, Avila Beach

Board Members Present:

Kalie Howard, Avila Lighthouse Suites
Christopher King, Avila Village Inn

Others Present:

Stephanie Rowe, ABTA admin
John Sorgenfrei, TJA Advertising
Kaci Knighton, TJA Advertising
Rick Turton, TJA Advertising

Absent: Charles Crellin, Sycamore Mineral Springs Resort (excused)

CBID: Cheryl Cuming (CAO)

1. **Call to Order:** by board chair Charles Crellin at 8:06 am
2. **Public Comment:** None
3. **Consent Items:** The January 11, 2017 minutes were approved for review and approval. A motion was made by Kalie Howard, and seconded by Chris King. With no further discussion, the January 11th 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. Over 256,000 video views in January on Facebook
 - b. Grew Facebook by 11,000 fans
 - c. Visit SLO County released new brand SLO CAL
 - d. The county has released the Beautification and Infrastructure Grant program totaling \$100,000; deadline for submission is 3/27/17.
 - e. The SFGate native article and full page ad was shown; also showed the Avila SFGate article
 - f. The Avila Beach destination focus starts in March. Cheryl reviewed the list of promotions which should drive destination page views; showed the press release.
 - g. Cheryl confirmed that Avila's assessments were 17.09% of the total collected.
5. **Budget Update:** Stephanie Rowe confirmed that collections in December totaled \$10,242.79. Available funds (including the 2015-2016 carry-forward) total \$200,908.36 and funds after approved applications and anticipated expenses removed are \$8,765.21. The unused TJA funds for the current contract are \$45,014.41. Total after unused TJA funds returned to budget is \$53,779.62.
6. **Committee Reports:**
 - a. **Stewardship Travel Program – Christopher King:** Chris showed the final stewardship artwork from Reilly Newman. He would like to use the badge on shirts and other marketing material. He would also like to have posters created for participants.
 - b. **TJA Activity Report/Website Analytics Update – John Sorgenfrei, Kaci Knighton, Rick Turton:** Kaci gave an update on social media in the last month. Videos views were 42,600 which include new videos. Facebook fans are at 66,533. The travel blog was about Romance in February. The Instagram posts were shown. The new Instagram campaign was a little slow but she would be

moving the pictures around to improve. Facebook Canvas was performing well. She is working on the mixer presentation. John Sorgenfrei noted that they are working on the SJ Mercury News campaign. There is a journalist coming from the newspaper to write about Avila. They are monitoring the SFGate article. Rick Turton noted that 30% of website traffic came in through social media with 459 first time clicks from Instagram. 50% of visitors are on mobile devices.

7. Presentations: None

8. Action/Discussion Items:

a. **2017 Bubblyfest Fund Application Consideration:** Tabled until next meeting when Charles Crellin will be in attendance.

b. **Approve Additional Charge for Stewardship Artwork:** Cheryl Cuming noted that there was an additional charge of \$200 for the extra artwork beyond the initial scope of project. Charles had approved the charge out of the discretionary fund and it was up for approval as an after the fact expense.

A motion was made by Chris King, and seconded by Kalie Howard, to approve an additional \$200 for the extra graphic design work beyond the initial scope by Newman Creative Studios for the stewardship artwork. With no further discussion, the additional charge was approved by unanimous voice vote of the local Advisory Board.

c. **Review Fiscal Year Budget Allocations:** The board reviewed the draft budget allocations of 40% for marketing; 30% for event funding; 10% for administrative and 20% for contingency. Cheryl Cuming noted that the contingency allocation was a little high. Kalie Howard noted that they could always change it next year. Cheryl also noted that Cayucos has a long-term capital fund and the board may want to take this into consideration for the future.

A motion was made by Kalie Howard, and seconded by Chris King, to approve the Fiscal Year 2016-2017 budget allocations as follows: 40% for marketing, 30% for event funding, 10% for administrative and 20% for contingency. With no further discussion, the allocations were approved by unanimous voice vote of the local Advisory Board. Charles Crellin was not in attendance to vote.

d. **Review Draft Event Funding Criteria:** Tabled until next meeting when Charles Crellin will be in attendance.

e. **2017 Annual Constituent Mixer Update:** Stephanie Rowe gave an update on the mixer scheduled for Thursday, February 23, 5:30-7:00pm. 62 RSVPs have been received plus board and team totaled 67 attendees. Four wineries were pouring: Croma Vera, Silver Horse, Kelsey See Canyon and Avila Wine & Roasting. The food had been ordered. TJA was working on updating the presentation. Kalie and Chris would update their slides. There was a good chance that Charles would not make it. Vince Shay from Avila Paddlesports offered to lend us Avila photos to display at the event. Chris noted that he would bring his Vince Shay photos.

f. **TJA Advertising Projects:** None

9. Future Agenda Items/New Business:

- a. 2017 SLO Ultra Marketing Plan Presentation
- b. 2017 SLO GranFondo Marketing Plan Presentation
- c. 2017 Bubblyfest Fund Application Consideration
- d. Constituent Mixer Debrief

- e. Review Draft 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: **March 8, 2017**

Time: **12:00 pm – 2:00 pm**

Location: **Sycamore Mineral Springs Resort Boardroom**

12. Adjournment: The meeting was adjourned at 9:15 am.