

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

March 8, 2017 – Sycamore Mineral Springs Resort Conference Room, Avila Beach

Board Members Present:

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

Others Present:

John Sorgenfrei, TJA Advertising
Kaci Knighton, TJA Advertising
Rick Turton, TJA Advertising
Stephanie Rowe, ABTA admin
Samantha Pruitt, SLO Ultra and SLO

Absent: None
GranFondo

CBID: Cheryl Cuming (CAO)

1. **Call to Order:** by board chair Charles Crellin at 12:07 pm

2. **Public Comment:** None

3. **Consent Items:** The February 15, 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 February 15th 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. Website sessions were up 90% and social engagements up 180% due to the “Roam” campaign.
 - b. 1,000 visitors to the Avila destination page. This will greatly increase next month after the monthly focus promo.
 - c. Reviewed the video links sheet for constituents to use.
 - d. As a reminder, the deadline for the County Beautification and Infrastructure Grant submission is 3/27/17.
 - e. Reviewed the Highway 1 road closure plan overview to mitigate the impacts of the closure to businesses that are open.
 - f. Stephanie Rowe confirmed that Avila’s assessments were 17.36% of the total collected.

5. **Budget Update:** Stephanie Rowe confirmed that collections in January totaled \$12,565.36. Available funds (including the 2015-2016 carry-forward) total \$203,089.35 and funds after approved applications and anticipated expenses removed are \$19,931.83. The unused TJA funds for the current contract are \$44,044.41. Total after unused TJA funds returned to budget is \$63,976.24.

6. **Committee Reports:**
 - a. **Stewardship Travel Program – Christopher King and Katie Sturtevant:**
 1. Katie noted that there was good press for the Avila Beach Stewardship Travel Program in the Central Coast News publication.
 2. Chris noted that the final artwork was completed. He would like to work with the Avila lodging properties to create framed posters to promote the program and is thinking of

going back to handing out nicer canvas tote bags instead of t-shirts. He will present a budget proposal at the next meeting.

a. 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 68,400. We gained 2,000 new fans due to the ad campaign. There was an uptick of 234 referrals to our website from the SFGate native advertising. Kaci showed the photos that received lots of engagements. There was much engagement regarding the new murals on the Avila lifeguard stations and Vince Shay Instagram post. She is working on a contest to decrease fee per clicks. The Canvas campaign is doing well. She has repurposed the SFGate article on the travel blog. Rick noted that website traffic is down 8% probably due to the rainy weather. Vacation rental views have increased in the last month. Rick reviewed the benchmarking report. We are 39% higher than the median of the competitive set.

7. Presentations:

- a. Samantha Pruitt, 2017 SLO Ultra Marketing Plan:** Samantha gave an overview of the plan. She noted that she is currently running ads and our name has not been removed from last year. Chris King noted that folks are already making reservations for both events at his property. Charles Crellin asked Samantha to send copies of the ads, spots and marketing material. Samantha noted that the race is on Saturday and they have added a mountain bike race on Sunday. They have also added three VIP events on Friday, Saturday and Sunday to encourage extended stays. An ambassador program is also being built. Kalie Howard asked if she would consider moving the 2018 race to another weekend that was less busy. The board suggested other weekend dates but then agreed that the last two weeks in August would still benefit Avila lodging and also make it easier for Samantha to change with her stakeholders. Charles Crellin asked if Samantha could strive for 50% out of area attendees. Samantha noted that it looks like there will be more out of area attendees for the second year because their marketing efforts have increased. Attendees are capped at 2,000.
- b. Samantha Pruitt, 2017 SLO Gran Fondo Marketing Plan:** Samantha gave an overview of the plan. Attendees are capped at 1,200. They have moved things around to make it a 3 day event. They will be live-streaming Bob Roll pouring wine. Samantha will send copies of the ads, spots and marketing material. We will ask the Avila lodging partners if they would like to offer a special rate or package. The board reviewed which logo to use on marketing material. John Sorgenfrei will have our logo updated and send to Samantha. She will make sure it is prominently displayed. She asked if the board would like to create a VIP Package giveaway to help promote both events.

A motion was made by Kalie Howard, and seconded by Chris King, to approve \$500 each for a VIP Package giveaway to promote the SLO Ultra and SLO GranFondo for a total of \$1,000. The giveaways will include one night's stay at lodging of winner's choice and the funding will come out of the current TJA budget. With no further discussion, the giveaways were approved by unanimous voice vote of the local Advisory Board.

8. Action/Discussion Items:

- a. 2017 Bubblyfest Fund Application Consideration:** The board discussed the event. Stephanie Rowe had confirmed with Holly Holliday that the Friday cocktail party will be held at either the Central Coast Aquarium's new patio or at the Avila Beach Golf Resort. Either way, both the Friday and Saturday events will be in Avila Beach. She also confirmed that her website was only promoting "Stay in Avila Beach" ticket discounts. Kalie Howard noted that people were already calling about booking for the event.

A motion was made by Charles Crellin, and seconded by Chris King, to approve funding \$9,000 for Bubblyfest by-the-Sea at the Avila Beach Golf Resort on October 6-8, 2017 contingent upon holding both the Friday cocktail party and Saturday main event in Avila Beach. With no further discussion, the Bubblyfest funding was approved by unanimous vote of the local Advisory Board.

- b. **Discuss Potential Beautification Budget Allocation:** The board discussed whether to allocate a set amount of funds per fiscal year towards beautification and infrastructure projects. They discussed potentially allocating \$5,000 annually but agreed to continue the discussion at a future meeting. John Sorgenfrei suggested that criteria for funding should be what enhances the visitor experience. This item will be placed on the next agenda.
- c. **Review Draft Event Funding Criteria:** The board reviewed the draft and provided feedback. Charles Crellin confirmed that he would write a marketing plan criteria include with the draft. Stephanie Rowe will make the updates and send out for review.
- d. **2017 Annual Constituent Mixer Debrief:** Stephanie Rowe noted that there were 67 RSVPs and 48 actual attendees. Katie Sturtevant noted that if all 67 had attended, we would have run out of food. Stephanie will make a note for next year. Overall, the event went well and received positive feedback.
- e. **TJA Advertising Projects:** None

9. Future Agenda Items/New Business:

- a. Discuss Potential Beautification and Infrastructure Budget Allocation
- b. Review Draft Event Funding Criteria including Marketing Plan Criteria
- c. Revamped Beach Clean-up Program Update and Budget Proposal
- d. 2017 SLO Ultra Post Report
- e. 2017 SLO GranFondo Post Report
- f. 2017 Bubblyfest Post Report

10. Closing Comments: None

11. Next ABTA Local Fund Advisory Board Meetings:

Dates: **April 12, 2017**

Time: **10:00 am - 12:00 pm**

Location: **Sycamore Mineral Springs Resort Boardroom**

12. Adjournment: The meeting was adjourned at 1:50 pm.