

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

April 12, 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
AJ Fudge, Central Coast Art and Music Festival

Absent: None

CBID: Cheryl Cuming (CAO)

1. **Call to Order:** by board chair Charles Crellin at 10:00 am
2. **Public Comment:** None
3. **Consent Items:** The March 8, 2017 minutes were approved for review and approval. A motion was made by Charles Crellin, and seconded by Kalie Howard. With no further discussion, the March 8th 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. There was a slight decrease in website traffic year over year.
 - b. In March, due to the monthly focus promotion: 7,000 visitors to the Avila destination page; 3,700 new email subscribers; video views reached almost 7,000 and 5,200 Facebook clicks.
 - c. TOT Oct-Dec up 3.6% year over year and Avila Beach up 6.3%
 - d. Coastal Discovery & Stewardship recap: Shoreline Inn sold 160 mid-week packages and Avila Village Inn sold 46. 3.3 million paid impressions and 25,000 clicks. 138,000 video views and 733,000 press coverage views.
 - e. New Trip Advisor attractions: Highway 1 Discovery Route and Whale Trail. Encourage visitors to write a review to get in the top 10.
 - f. Reviewed Highway 1 closure information link for talking points and updates.
 - g. Marketing campaign updated to send messaging that “All roads are open to roam”. Strategy has changed to promote H1DR as an attraction instead of a destination. Working with Visit SLO CAL on messaging to let visitors know our part of H1 is open.
 - h. Confirmed that Avila’s assessments were 17.36% of the total collected.
5. **Budget Update:** Stephanie Rowe confirmed that collections in February totaled \$8,682.27. Available funds (including the 2015-2016 carry-forward) total \$196,691.73 and funds after approved applications and anticipated expenses removed are \$18,281.09. The unused TJA funds for the current contract are \$43,044.41. Total after unused TJA funds returned to budget is \$61,325.50.
6. **Committee Reports:**
 - a. **Stewardship Travel Program – Christopher King and Katie Sturtevant:** None
 - b. **TJA Activity Report/Website Analytics Update – John Sorgenfrei, Kaci Knighton, Rick Turton:**

John noted that he will present a proposal next month for a monthly or quarterly newsletter to utilize the 3,700 new emails collected from the recent Rural Road Trip promotion. Chris King suggested sending out a request to these folks to complete a review on Trip Advisor for the H1DR and Whale Trail.

Kaci gave an update on social media in the last month. Facebook fans are over 70,000. There were strong video views. She showed the photos that received lots of engagements. The Canvas campaign is doing well and had almost 12,000 clicks for a click per view of 26 cents. She has paused the Instagram website campaign because the cost per click was too expensive at 83 cents. Pinterest is linked to Instagram and twitter.

Rick noted that Instagram increased views even when paused. Mobile users are up since last year. Vacation rental views have increased in the last month.

7. Presentations:

- a. **AJ Fudge, Central Coast Art and Music Festival:** AJ gave an overview of the event. The festival will be held for 2 days in August in Cayucos. It will feature three large-scale, interactive art installations that are designed to increase awareness of plastic pollution in the ocean. The installation for Avila Beach will be a giant Whale Tail to tie into Avila's reputation as a destination for whale-watching and to bring awareness that plastic pollution is a threat to whales. The festival is free to attend. It is designed to deliver the following benefits: Registration and terminal data to use in marketing efforts and social media engagement and content.

The festival marketing campaign will also promote the Avila Whale Tail and #UnlockYour Adventure which brings visitors back to the area during the shoulder season. These one-of-a-kind adventures will be centered around Stay, Play & Pay (it forward) which are only available for six months after the festival. This after-festival promotion is where the Avila Beach fund application will be focused. The goal is for 5,000 out of county attendees. Cheryl Cuming noted that the event has connections to stewardship, the Whale Trail and tourism. The board invited AJ to present a fund application at next month's meeting for board consideration.

- b. **Cheryl Cuming, Updated CBID Local Fund Guidelines and Application:** Cheryl gave an overview of the new guidelines and application. Implementation is effective May 1. There are new requirements and deadlines that will hopefully assist administrators in managing applications and expectations.

8. Action/Discussion Items:

- a. **Review Draft Event Funding Guidelines/Marketing Plan Requirements:** The board discussed the ABTA event guidelines and marketing plan requirements that are in addition to the new CBID fund application guidelines. The board discussed the parameters for the off-season months and agreed to be consistent with the CBID guidelines of October-June. Stephanie will make the correction to the ABTA guidelines. The board signed off on the ABTA documents for implementation on May 1.
- b. **Review Stewardship Travel Program Proposal:** Chris King gave an overview of the revamped Beach Cleanup Kit and Tote Bag program. The tote bags will be made of cotton and will be stronger than the previous bags. Chris reviewed the cost for quantities of 1,000 or 2,500 and recommended printing the new artwork on one side and the Avila and stewardship logos on the other side. Chris noted that he was waiting for a quote from Reilly Newman for printing the posters.

A motion was made by Charles Crellin, and seconded by Chris King, to approve \$6,320 for the revamped Stewardship Beach Cleanup Kit and Tote Bag program. With no further discussion, the program funding was approved by unanimous voice vote of the local Advisory Board.

- c. **Discuss Potential Beautification Budget Allocation:** Stephanie Rowe reminded the board that they had discussed at last month's meeting whether to allocate funds towards beautification and infrastructure projects. They had discussed potentially allocating \$5,000 annually but agreed to continue the discussion at this month's meeting. After some discussion, the board agreed not to allocate funds, but to use the contingency budget in the event they want to fund this type of project.
- d. **Board Terms Ending in May:** The board seat terms for Kalie Howard and Chris King will end on May 23. Both expressed their interest to continue on the board for a 4 year term.

A motion was made by Charles Crellin, and seconded by Kalie Howard, to support the interest of Kalie Howard and Chris King to continue on the Avila Beach Tourism Alliance Advisory Board for a 4-year term ending May 23, 2021. With no further discussion, the board seat continuations were supported by unanimous voice vote of the local Advisory Board.

- e. **TJA Advertising Projects:** None

9. Future Agenda Items/New Business:

- a. Avila Whale Tail and #UnlockYourAdventure Fund Application Consideration
- b. TJA Proposal for newsletter utilizing collected emails from RRT
- c. 2017 SLO Ultra Post Report
- d. 2017 SLO GranFondo Post Report
- e. 2017 Bubblyfest Post Report

10. Closing Comments: Stephanie Rowe noted that the SLO Ultra and GranFondo lodging packages were due that day. She noted that a reminder was sent last week to all constituents.

11. Next ABTA Local Fund Advisory Board Meetings:

Dates: **May 10, 2017**
Time: **10:00 am – 12:00 pm**
Location: **Sycamore Mineral Springs Resort Boardroom**

12. Adjournment: The meeting was adjourned at 11:41 am.