

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

June 14, 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

Absent: None

Others Present:

Stephanie Rowe, ABTA admin
Kaci Knighton, TJA Advertising
Rick Turton, TJA Advertising
Heather Muran, SLO Wine Country Association
Pam Roberts, Visit SLO CAL
Michael Wambolt, Visit SLO CAL

CBID: Absent

1. **Call to Order:** by board chair Charles Crellin at 10:04 am
2. **Public Comment:** None
3. **Consent Items:** The May 10, 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 May 10th minutes were approved by a unanimous voice vote of the local Advisory Board.
4. **CBID and Financials Update:** Cheryl Cuming was not in attendance. Rick Turton gave an update on the website stats in the past month:
 - a. There has been a 42% increase in website sessions YTD and 36% increase in unique visitors.
 - b. Avila Beach had 726 page views and 67 lodging page views.
 - c. TOT for Avila was down 18.4%. Everyone was down due to the rain.
 - d. During the Rural Road Trip promotion, Avila had 6,900 video views/5,200 FB clicks/280k FB impressions/3,770 new subscribers.
5. **Budget Update:** Stephanie Rowe confirmed that collections in April totaled \$10,416.22. Available funds (including the 2015-2016 carry-forward) total \$132,773.20 and funds after approved applications and anticipated expenses removed are \$29,334.78. The projected unused TJA funds for the current contract are \$39,048.53. Total after projected unused TJA funds returned to budget is \$68,383.31.
6. **Committee Reports:**
 - a. **Stewardship Travel Program – Christopher King and Katie Sturtevant:** Chris noted that the stewardship tote bags originally chosen were out of stock so another thinner bag was chosen. When the order was submitted, the thinner bags were deemed out of stock. Therefore, the original thicker bags could be re-ordered with 50% of the additional cost waived. Overall, the cost of the bags would still be over \$1,000 less than the original quote approved by the board. Stephanie Rowe confirmed with Charles that the additional cost of \$608 was fine and to proceed with the order.
 - 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 over 73,000. She showed the top posts and videos that received the most Facebook engagements with “Orcas in

Avila Beach” and “Mummy, Daddy and Me” being very popular. She showed the top Instagram posts. The Instagram video ads had over 44,000 views; the Facebook Canvas ads had over 19,000 clicks and she gave a reminder that Instagram Website ads have been terminated. The travel blog was repurposed from the “Our California Family Road Trip” and “Orcas in Avila Beach”. YouTube lifetime video views are at over 268,000.

Rick noted that there were over 13,500 visitor sessions in May for a 13% gain year-over-year. Over 2,700 were referred from Facebook. The highest pages viewed on mobile devices are lodging and hotel pages. He noted that he tracks 18 key words and Avila has 12 of the key words. Chris King asked if our website was https certified. Rick noted that there didn’t seem to be a need at this time. Charles Crellin noted that we should stay in front of it.

7. Action/Discussion Items:

- a. **Michael Wambolt, Visit SLO CAL Group Opportunities:** Michael gave an update of group opportunities with Visit SLO CAL. He gave an overview on their participation at IPW in Washington DC June 6-8; their travel trade and PR missions to UK, Ireland and China. They also hosted a FAM trip for partners in the UK. Michael noted that there was upcoming co-op space and the Board agreed that they were interested in FAM tours. The Highway 1 Road Closure Detour flyer and latest brochures were also passed around.
- b. **Heather Muran, 2017 Harvest on the Coast Fund Application Consideration:** Heather reviewed the revised fund application for requested funds of \$15,000 from \$18,000 for the following: Regional Targeted Marketing Campaign (\$9,000) and Exclusive Partnership (\$6,000). The Exclusive Partnership, in past years, focused on offering a \$20 discount to attendees who stayed in Avila Beach. Heather noted that, in the last couple of years, the offer was not providing a real value to attendees. For 2017, she is proposing they offer an exclusive experience for those staying in Avila Beach. The two proposed options are: 1) VIP Lounge buildout inside the event for winemakers and staff pouring exclusive wines and limited to “Stay in Avila” purchasers only. 2) High end engraved wine boxes with wine for those staying in Avila. Chris King commented that people value experience over stuff. Charles noted that he would like all the marketing material to promote stays in Avila. Chris asked if an Avila restaurant could also be located in the VIP Lounge. The Board reviewed the marketing plan. Kalie Howard noted that they are looking closely at all event sponsorships and would like to see a decrease in funds requested in subsequent years. Chris wondered if the Facebook and Google Ad Words could be reduced next year or potentially have TJA place the ads in order to reduce the cost.

A motion was made by Charles Crellin, and seconded by Chris King, to approve \$15,000 to sponsor the Harvest on the Coast Celebration, November 3-5, 2017 with the Enhanced Experience Option 1 VIP Lounge promotion for stays in Avila Beach. With no further discussion, the event funding was approved by a unanimous voice vote of the local Advisory Board.

- c. **Review TJA 2016-2017 Marketing Recap / 2017-2018 Marketing Plan Renewal Proposal:** Kaci Knighton showed the draft of the first e-newsletter scheduled to start in July. Then she gave an overview of the 2016-2017 Marketing Recap. Fans are at 77,000 which is good growth over the year which started with just under 60,000. She showed the top posts. Instagram has grown to 12,000 followers and YouTube showed good growth also. Other advertising elements included SFGate, Bay Area News Group, Buzzfeed and branding development and design.

Kaci gave an overview of the Bay Area News Group Report for the campaign. Kaci noted that the first report sent was inaccurate and she received a second report. Rick noted that they have concerns about the data. So either the data is inaccurate or the campaign was not successful. Charles noted that he would like TJA to report if something is not successful. Kaci noted that she is

working with the Bay Area News Group and has put them on notice for accurate data. If not, they will not be recommending them to their clients. Rick noted that the data showed a small number of contest entries but when he checked there were 700 new emails. Kalie recommended having a quarterly marketing meeting to delve into questions.

Kaci gave an over of the 2017-2018 contract proposal for an annual cost of \$195,500 up from a cost of \$169,600 last year. Charles noted that the board had approved a 40% overall marketing budget allocation. Stephanie Rowe reminded the Board about the approved overall budget allocations: 40% for marketing, 30% for event sponsorships, 10% for admin and 20% for contingency. Charles asked Kaci to go back to John Sorgenfrei and reduce the budget proposal to around \$140,000. The Board discussed approving a not to exceed amount for three months in order to keep things going while having the time to reach an acceptable budget.

A motion was made by Charles Crellin, and seconded by Chris King, to approve a not to exceed amount of \$20,000 for the proposed TJA Marketing Plan for a 3-month period, July 1, 2017 - September 30, 2017 contingent upon reaching an acceptable marketing plan budget. With no further discussion, the 3-month marketing funding was approved by unanimous voice vote of the local Advisory Board.

d. **Discuss Potential Dates for 2018 SLO Ultra:** The Board discussed if there were slow dates in August to move the SLO Ultra. They agreed that there were slow days during the weekday but not necessarily on the weekends so it would be difficult to move the event to August.

e. **TJA Advertising Projects:** None

8. Future Agenda Items/New Business:

- a. Samantha Pruitt, SLO Ultra and GranFondo Marketing Update
- b. Katie Sturtevant, Stewardship Travel Program Recap and Upcoming Plans
- c. Review Revised 2017-2018 TJA Contract Proposal
- d. Review Fiscal Year 2017-2018 Budget Proposal
- e. Discuss 2017 Harvest on the Coast Booth/Giveaway Consideration
- f. 2017 SLO Ultra and GranFondo Post Reports (after Oct)
- g. 2017 Bubblyfest Post Report (after Oct)
- h. 2017 Harvest on the Coast Post Report (after Nov)

9. Closing Comments: None

10. Next ABTA Local Fund Advisory Board Meetings:

Dates: **July 17, 2017 AND July 19, 2017**
Time: **12:00 – 2:00 pm 10:00 am – 12:00 pm**
Location: **Sycamore Mineral Springs Resort Boardroom**

11. Adjournment: The meeting was adjourned at 12:34 pm.