

*Draft Until Approved*  
**Avila Beach Tourism Alliance**  
**Board Meeting Minutes**

July 17, 2017 – Sycamore Mineral Springs Resort Garden View Room, Avila Beach

**Board Members Present:**

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

**Others Present:**

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

**Absent:** None

**CBID:** Cheryl Cuming

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1. **Call to Order:** by board chair Charles Crellin at 12:16 pm

2. **Public Comment:** None

3. **Action/Discussion Items:**

- a. **Review Revised 2017/2018 TJA Marketing Contract Renewal Proposal:** Charles Crellin reminded everyone that the board had approved an overall 40% budget allocation for the year. Stephanie Rowe reviewed the draft overall budget allocations based on projections for 2017/2018. Based on the projected data, a 10% administrative allocation would total \$28,193, 30% events allocation would total \$84,579, a 20% contingency would total \$56,386 and a 40% marketing allocation would come to a total of \$112,772. Stephanie noted that at a prior meeting, Cheryl Cuming mentioned that she felt the contingency allocation was too high and the marketing allocation was too low and should be around 50%. Stephanie reviewed an alternate budget where the contingency allocation would be 10% for a total of \$28,193 and the marketing allocation would be 50% for a total of \$140,965. The Board agreed with the alternate plan and will finalize the 2017/2018 budget at the meeting on July 19. Charles noted that he didn't feel that the "contingency" allocation was the correct terminology. He felt that the expenses that were going into this bucket, stewardship program, constituent mixer, airport pole banner advertising were more in line with a "general fund". Cheryl noted that "general fund" meant something different at the County and that it may be confusing to some. The Board settled on the term "general" for the allocation.

John Sorgenfrei gave an overview of each of the items in the revised contract proposal with a scaled down annual cost of \$140,500 down from an original cost proposal of \$195,500. He noted that Avila has done some cutting edge campaigns such as Facebook Canvas and live videos. He reviewed the retainer fee breakdown and Kaci and Rick went over what was included in their monthly hours. Rick played the Pismo Beach video as an example of what they were suggesting for Avila. Chris King asked if we could buy the rights to music from some local artists for use in the video. John reviewed the SF Gate campaign and the value-add that the Bay Area News Group is giving us to compensate for the last campaign. Chris asked if a detailed website traffic report could be done before, during and after a campaign. Rick Turton noted that he would be using specialized URLs in the future to be able to track the traffic more efficiently. Kalie Howard noted that in the future, it may help if Rick reminded the Board during his report which campaign was in place. The Board reviewed the Facebook and YouTube ad timeframe and

whether to shorten the campaign. Cheryl noted that in the past, our website traffic has plunged when the campaigns end so shortening was probably not a good idea. Chris noted that the 1<sup>st</sup> July e-newsletter had events that were coming up within 2 weeks of the distribution and his property was already booked. Kaci noted that the e-newsletter was meant to go out in June but the Board asked to wait until July to match up with the new fiscal year contract. The Board discussed at length whether to include a contingency budget in the TJA contract. They agreed that since they were not sure about doing the digital marketing, this item could be changed to a contingency budget.

**A motion was made by Chris King, and seconded by Kalie Howard, to approve a total annual investment of \$140,500 for the proposed TJA Advertising Marketing Plan effective July 1, 2017 through June 30, 2018. With no further discussion, the marketing plan was approved by unanimous voice vote of the local Advisory Board.**

- a. **Review Marketing Discussion Topics and Action Steps:** The Board reviewed the discussion topics with the TJA team. Kaci gave an overview of the latest things she had done like Facebook Canvas, live streaming and videos. Charles asked about the current trend of using influencers. Kaci noted that she has been trying to partner again with Avila Beach influencer Vince Shay but he hasn't been available. Charles noted that he would like to hear about any new proposals as they come up. Kalie would like to have any new opportunities presented with enough lead time to make an informed decision. Chris would like to have detailed website traffic reports that show the effectiveness of a campaign. Charles noted that it's ok to let the Board know if a campaign was unsuccessful. John noted that TJA and the Board are in a partnership and he would like to have direction from the Board if something has or needs to change in the plan.
- b. **Schedule Next Quarterly Marketing Meeting:** The Board agreed to add 30 minutes to the agenda every quarter so TJA can give an update on the current marketing campaigns. They also agreed to have an annual marketing meeting approximately 3 months prior to the end of the marketing contract to focus on marketing topics.

**4. 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 Fiscal Year 2017-2018 Budget Proposal
- d. Discuss 2017 Harvest on the Coast Booth/Giveaway Consideration
- e. TJA Marketing Campaign Update (Oct/Jan)/Annual Marketing Meeting Recap (April)
- 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)

**5. Closing Comments:** None

**6. Next ABTA Local Fund Advisory Board Meeting:**

Dates: **July 19, 2017**

Time: **10:15 am - 12:15 pm**

Location: **Sycamore Mineral Springs Resort Boardroom**

**7. Adjournment:** The meeting was adjourned at 2:21 pm.