

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

September 13, 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  
John Sorgenfrei, TJA Advertising  
Kaci Knighton, TJA Advertising  
Paul Wagner, Gear 6 Productions  
Mark Kocina, Central Coast Sailing & Whale Watching  
Heather Muran, SLO Wine Country Association

**CBID:** Cheryl Cuming

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1. **Call to Order:** by Board Chair Charles Crellin at 10:05 am
2. **Public Comment:** None
3. **Consent Items:**
  - a. The August 9, 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 August 9th 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. The County will be providing monthly TOT figures instead of quarterly starting next month. Avila Beach was flat year-over-year.
  - b. The promotion with Kind Traveler is going on now. They are currently blogging and there should be good results from the sponsorship.
  - c. They had a great All Agency meeting in August with good promotions.
  - d. There have been 61 stories published about Stewardship from August 2013 - May 2017. It continues to be a strong publicity strategy.
  - e. Confirmed that Avila's assessments were 20.48% of the total collected. Charles Crellin asked if the data can be broken up by each lodging property. Cheryl noted that it can be broken up by property type and she will provide in the future.
5. **Budget Update:** Stephanie Rowe confirmed that collections in July totaled \$19,322.41. Available funds (including the 2016-2017 carry-forward) total \$106,671.07 and funds after approved applications and anticipated expenses removed are (\$56,303.19).
6. **Committee Reports:**
  - a. **Stewardship Travel Program – Christopher King and Katie Sturtevant:** Chris noted that we will be ordering the supplies for the tote bags soon and then scheduling training for lodging properties in December.
  - b. **TJA Activity Report/Website Analytics Update – John Sorgenfrei, Kaci Knighton, Rick Turton:**
    1. Discuss topics for upcoming e-newsletters

Kaci gave an update on social media in the last month. Facebook fans are just under 75,000 but will start collecting more emails once we start the shoulder season ads and contest in October. There were 301 video views and 172,000 impressions. Top referrals were Facebook, Google and VisitAvilaBeach.com. She showed the top Facebook posts and videos that received the most engagements. She showed the top 3 posts on Instagram which has over 13,000 followers. The travel blog was repurposed for the SLO Ultra and GranFondo. The e-newsletter open rate was 24% with almost 11,000 subscribers. There were 274,000 YouTube lifetime video views. Cheryl Cuming noted that there are new photos on Flickr. Kaci also gave an update on website traffic in the last month. There was a total of 12,400 visits. This is similar with last month because there are no ads running.

## 7. Presentations

- a. **Mark Kocina, Central Coast Sailing & Whale Watching:** Mark gave an overview of his sailing business and showed pictures of his boats. One is a sailing vessel and the other is a powered ocean raft for people who prefer to go fast. He noted that he gave sailing and whale watching tours of San Luis Bay and the surrounding area that were family oriented, historic and wildlife focused.

## 8. Action/Discussion Items:

- a. **Avila Beach Video Concept Review:** John Sorgenfrei and Paul Wagner solicited feedback from the Board on their ideas for the video. They discussed different options to find the right music for the video, differing length of videos, and choosing a diverse set of actors. John and Paul will present an outline of shots for the video at the next meeting. The target is to complete it by the end of March.
- b. **Rural Road Trip Co-op Funding Consideration:** Cheryl Cuming gave an overview of the Rural Road Trip Campaign which started in September. CBID has approved an investment of \$70,000 plus a \$2,000 getaway contest. Avila Beach will be promoted in March. Kaci Knighton gave an overview of the Rural Road Trip Co-op opportunities. There is additional co-op opportunities for the LFAs to leverage the campaign by adding \$2,000-\$5,000 to enhance CBID's media buy and increase engagements and subscribers, as well as a potential Influencer Program with *RoadTrippers* for \$5,000. **The Board agreed to move forward with the Influencer Program for \$5,000 which will come out of the current TJA budget.** The other opportunity for additional funding to enhance CBID's media buy will be placed on the January agenda for Board review.
- c. **Discuss 2017 Harvest on the Coast Booth and Avila Beach Experience Lounge:** Heather Muran gave an update on the shared assets and promotional material. She also passed around the Ticket Locator which showed where people are located who bought tickets and the furniture that will be set up at the VIP Lounge. She noted that the Gardens of Avila will be providing the food and there will also be a nice bar for those who don't want wine. Chris King and Charles Crellin will be helping at the VIP Lounge.
- d. **Discuss 2018 ABTA Mixer/Select Date/Review Quotes:** Stephanie Rowe noted that last year the mixer was held on Thursday, February 23 and there were many last-minute cancellations due to people being under the weather. She suggested moving the date to March. The Board agreed to hold the event on Thursday, March 15, 2018, 5:30-7:00 pm. Charles Crellin recommended having heartier food rather than appetizers. He suggested pizza and the board agreed. Chris King suggested changing the venue. Stephanie will check on other places in Avila and bring back the info at the next meeting.
- e. **TJA Advertising Projects:** See a and b.

**9. Future Agenda Items/New Business:**

- a. Review Avila Beach Video Concept Outline (Oct)
- b. Review 2018 ABTA Mixer Venue and Catering Funding (Oct)
- c. Discuss 2017 Harvest on the Coast Avila Beach Experience Lounge (Oct)
- d. 2017 SLO Ultra and GranFondo Post Reports (after Oct)
- e. 2017 Bubblyfest Post Report (after Oct)
- f. 2017 Harvest on the Coast Post Report (after Nov)
- g. Rural Road Trip Additional Funding Consideration (Jan)

**10. Closing Comments:** None

**11. Next ABTA Local Fund Advisory Board Meetings:**

Dates: **October 11, 2017**

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

Location: **Sycamore Mineral Springs Resort Boardroom**

**12. Adjournment:** The meeting was adjourned at 12:15 pm.