

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

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

Board Members Present:

Charles Crellin, Sycamore Mineral Springs Resort
Christopher King, Non-Constituent

Others Present:

Stephanie Rowe, ABTA admin
Kaci Knighton, TJA Advertising
Samantha Pruitt, RaceSLO

Absent: Kalie Howard, Avila Lighthouse Suites (excused)

CBID: Cheryl Cuming

1. **Call to Order:** by Board Chair Charles Crellin at 10:03 am
2. **Public Comment:** None
3. **Consent Items:** The October 11, 2017 minutes were approved for review and approval. A motion was made by Charles Crellin and seconded by Chris King. With no further discussion, the October 11th 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 TOT numbers are slightly down probably due to monthly, instead of quarterly, reporting of collections.
 - b. In the last 3 months, 24,800 new email addresses have been added to the database; Facebook has increased by over 20,000 and has over 83,000 fans; there were over 20,000 web sessions per month.
 - c. Reviewed the Coastal Discovery & Stewardship Celebration promotion which starts January 13-February 28, 2018. Packages with marketing material will be delivered to constituents soon. The free film at the Hearst Castle Theater will be Disney Nature Oceans. The partnership with Kind Traveler will be promoted.
 - d. Chris King noted that he can launch the revamped Beach Cleanup Kit program during Coastal Discovery & Stewardship. Cheryl noted that Avila Beach Bird Sanctuary Day has been cancelled for February.
 - e. Reviewed the County Beautification and Infrastructure Grants (BIG) that were approved. The Central Coast Aquarium and the Point San Luis Lighthouse Keepers received grants. Cheryl noted that perhaps the Board would like to fund an infrastructure or beautification project in Avila.
 - f. Confirmed that Avila Beach's assessments were 17.23% of the total collected.
5. **Budget Update:** Stephanie Rowe confirmed that collections in September totaled \$12,096.68. Available funds (including the 2016-2017 carry-forward) total \$133,283.71 and funds after approved applications and anticipated expenses removed are (\$23,966.26).
6. **Committee Reports:**
 - a. **Stewardship Travel Program – Christopher King and Katie Sturtevant:** Chris noted that we will be ordering supplies to schedule training for individual lodging properties in January to coincide with the Coastal Discovery & Stewardship Celebration.

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 74,321. Video views were 9,800. She started the Facebook ads in October so there were 668 leads and 393,000 impressions. She reviewed the most popular posts. There are 13,315 Instagram followers. The Harvest on the Coast Instagram contest winner was from Austin, Texas. YouTube video views for the month were over 9,000 with 8,600 views for the Pick Your Perfect Paradise video.

Kaci also gave an update on website traffic in the last month. She noted lodging referrals has increased. Website traffic was down from last year due to the recently started ads being separated into two types: one for traffic generation and one for lead generation.

7. **Presentations:**

- a. **Samantha Pruitt, 2017 SLO Ultra and GranFondo Post Reports:** Samantha noted that if the Board would like to fund an infrastructure project, mile markers on the Bob Jones Trail would be a good one. The SLO Ultra held on September 8-10, 2017 welcomed 1,100 trail runners which was a decrease from last year but with the addition of the Mountain Bike Race with 300 bikers, there was a total of 1,400 athletes plus 2,000 friends, family and fans. Krissy Moehl and Rebecca Rusch were in attendance as high roller influencers. Samantha noted that the influencers are paid and highly managed. She reviewed the demographics and noted that 50% of attendees were from out of the county. She also reviewed the marketing plan and survey results but did not have specific Avila Beach stay data. She will try to pull the data and send to Stephanie. She will also send copies of the print ads. She noted that they kept the Avila Beach branding for the Mountain Bike event even though the ABTA only sponsored the SLO Ultra. She noted that RaceSLO and San Luis Obispo were awarded the 6th annual US Trail Running Conference scheduled for the end of August 2018, the first time it will be held outside of Colorado. The conference will be held in conjunction with the SLO Ultra and Mountain Bike event on September 1-2, 2018. Samantha noted that she may not be able to hold the SLO Ultra in Avila Beach next year due to venue issues but she will get back to the Board in the next 30 days.

The SLO GranFondo Wine and Pro Ride VIP event, held on October 27-28, 2017, was a big success and welcomed 142 riders and many pros. Samantha noted that 73% of participants were from out of the county. It received a lot of press. Charles Crellin asked Kaci Knighton if she could conduct an analysis of our website traffic when we have big events. Samantha is thinking about how to move forward with the event given that they lost money with the last-minute change to a VIP wine & pro event with less attendees, instead of a race. She may keep it as a VIP event but noted that it is difficult to sustain with only 500-600 participants. She will get back to the Board in the next 30 days.

8. **Action/Discussion Items:**

- a. **Board member Chris King moving from constituent to non-constituent:** Chris noted that he has left the Avila Village Inn and is working for a company that has a long-term development in Avila Beach. He would like to continue being on the Board as a non-constituent. Cheryl noted that, at a later date, when Chris' company develops the lodging property in Avila Beach, Chris' board seat will move back to a constituent.

A motion was made by Charles Crellin, and seconded by Chris King, to support Chris King moving from a constituent to a non-constituent and to continue to hold his board seat on the Avila Beach Tourism Alliance Advisory Board. With no further discussion, the change was accepted by unanimous voice vote of the local Advisory Board.

- b. **Discuss Discontinuing E-newsletter:** Charles Crellin noted that the e-newsletter had a diminishing return and he felt that we could use the money more effectively. Chris King noted that we needed to use the collected emails some way. Cheryl Cuming noted that there was data to support the value of an email database. Chris noted that he wished constituents would provide more lodging

specials so we could include them on the e-newsletter. The Board will think about ways to change the e-newsletter to make it more robust. **This item will be placed on next month's agenda for Board discussion.**

- b. **Consideration of SLO Airport TV Proposal:** Charles Crellin noted that he had not had a chance to go to the new airport terminal to see and discuss the proposal from Visitor TV. There are two airport options as follows: Baggage Claim Ultra HD Video Wall with a 60 second spot for \$545 a month or Mobile Video Displays with a 20 second spot for \$445 a month. Charles noted that they are not charging the production cost for the video when going with a 12-month contract. The board discussed having Visitor TV create a video and using it until the video from Gear 6 Productions is completed. Charles will contact Visitor TV. **This item will be placed on next month's agenda for Board consideration.**
- c. **Debrief of 2017 Harvest on the Coast Booth:** Charles Crellin noted that the event went well. There were some issues with the Avila Experience Lounge because it had an open format and they needed to have one access point to allow only the folks who stayed in Avila. He also noted that the food at the vendor tents was very small. He recommended having it more like the auction table with food service. These ideas will be discussed with Heather when she presents her post report in December.
- d. **TJA Advertising Projects:** None

9. Future Agenda Items/New Business:

- a. Revamped Stewardship Travel Beach Cleanup & Tote Bag Program Update (Dec)
- b. Airport Visitor TV Proposal Consideration (Dec)
- c. 2017 SLO Ultra and GranFondo Stay Information and 2018 Event Updates (Dec)
- d. 2017 Bubblyfest Post Report (Dec)
- e. 2017 Harvest on the Coast Post Report/County Beautification & Infrastructure Grant Project (Dec)
- f. Discuss Revamping E-Newsletter to Make More Robust or Discontinuing (Dec)
- g. 2018 Mixer Update (Dec-March)
- h. Rural Road Trip Additional Funding Consideration (Jan)

10. Closing Comments: None

11. Next ABTA Local Fund Advisory Board Meeting:

Dates: **December 13, 2017**
Time: **10:00 am - 12:00 pm**
Location: **Sycamore Mineral Springs Resort Boardroom**

12. Adjournment: The meeting was adjourned at 11:28 am.