

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

December 13, 2017 – Sycamore Mineral Springs Resort Conference Room, Avila Beach

**Board Members Present:**

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

**Others Present:**

John Sorgenfrei, TJA Advertising  
Kaci Knighton, TJA Advertising  
Rick Turton, TJA Advertising  
Heather Muran, SLO Wine Country Association  
Stephanie Rowe, ABTA admin

**Absent:** Kalie Howard, Avila Lighthouse Suites (excused)

**CBID:** Cheryl Cuming

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1. **Call to Order:** by Board Chair Charles Crellin at 10:03 am
2. **Public Comment:** None
3. **Consent Items:** The November 8, 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 November 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. TOT for Avila was up 20% for October year-over-year.
  - b. H1DR worked with Certified Folder and SLO CAL to get 300k more Visit CA brochures printed and distributed throughout CA.
  - c. The Southern CA Visitor Industry Outlook Conference noted that they are expecting lower occupancy due to higher inventory, not less demand. Leisure Travel will continue to grow. International visitation expected to grow thru 2021 in CA.
  - d. Reviewed the Coastal Discovery & Stewardship Celebration which starts January 13-February 28, 2018. The Coastal Discovery & Stewardship Toolkits were sent out to all constituents. The free film at the Hearst Castle Theater will be Disneynature Oceans. There are many assets included in the toolkit to use to promote the 7-week celebration.
  - e. Confirmed that Avila Beach's assessments were 17.53% of the total collected.
5. **Budget Update:** Stephanie Rowe confirmed that collections in October totaled \$19,053.79. Available funds (including the 2016-2017 carry-forward) total \$135,081.27 and funds after approved applications and anticipated expenses removed are (\$6,792.97).
6. **Committee Reports:**
  - a. **Stewardship Travel Program – Christopher King and Katie Sturtevant:** Chris noted that he will be sending out potential Stewardship Travel Program training dates to individual lodging properties in January. The training will coincide with the Coastal Discovery & Stewardship Celebration. Stephanie Rowe will be putting together the cleanup kits to distribute during the training sessions. Each month the board will determine the prize for the monthly drawing for participants who submit a photo after picking up trash in Avila Beach.

- 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 74,416. Video views were over 11,000. She had put together a montage of 15 second videos so people were watching them. There were 385,000 impressions. She reviewed the most engaging posts. Instagram followers only increased 1% which was the same across the board with other clients. She had profiled the new bistro and wine bar in the travel blog. The e-newsletter had a 21% open rate.

Rick showed a short video of drone footage taken at Sinor Lavallee Vineyard. John noted that Gear 6 Productions had already scouted location shots and asked for feedback from the Board. Stephanie Rowe will send the list of suggestions from Gear 6 to the Board. John also noted that they have already started casting for diverse actors.

Rick gave an update on website traffic in the last month. He noted that website traffic was flat with 7,600 visitors, but social media was 31% of traffic. Referrals to lodging were up 34% from last year.

## **7. Presentations:**

- a. Heather Muran, 2017 Harvest on the Coast Post Report:** Heather gave an overview of the deliverables and marketing campaign. She noted that she had trouble with Google Ad Words because it was very expensive, and they found they were bidding against locals for the same words. For the Grand Tasting on Saturday, November 4<sup>th</sup>, 1,134 tickets were sold with an additional 160 vendors. 381 Tickets were sold from out of area (up from 301 in 2017), 275 Local, 478 Not Captured (some of these are promo & associate member tickets) 59% Out of Area, 41% Local from captured addresses (down from 70% in 2017). Results from ticket purchase Q & A when asked “Are you staying in Avila Beach”:  
302 Orders Collected Q & A Answers  
35 Orders resulted in “Yes” response  
About 242 Total Attendees  
**If extrapolated, 121 attendees stayed in Avila for an average of 2 days.**

Charles Crellin noted that from Sycamore’s business aspect, providing food for the Avila Experience booth was very worthwhile for them and that overall, the Avila Beach Experience was successful. He noted that the tent should only have one access point to be able to control entry. He also noted that some of the food at the regular vendor tents was not substantial but the food at the auction tables was very good. Chris King suggested having more space in the regular vendor tents to spread out between the food and wine booths. Heather noted that she is thinking of making the footprint larger for more space. Kaci Knighton noted that she would send information to Heather to promote our Coastal Discovery & Stewardship Celebration in the SLO Wine e-newsletter. Heather also gave an overview of the proposed County Beautification and Infrastructure Grant project to place SLO Wine signage in Avila Beach.

## **8. Action/Discussion Items:**

- a. 2017 SLO Ultra and GranFondo Follow-up and Status of 2018 Events:** Stephanie Rowe gave an update based on information sent in by Samantha Pruitt. At the post report presentation in November, Samantha had committed to sending out a promotion for return visits to her database athletes. Her marketing agency and Kaci Knighton will be working on this in mid-January or February. Samantha had sent copies of the print ads and survey data, but Stephanie had not had a chance to review. Stephanie noted that Samantha had confirmed that the SLO Ultra is moving to San Luis Obispo going forward because she no longer has permission from PG&E to use Wild Cherry Canyon for events. The 2018 GranFondo is cancelled but there is a possibility that it would come back in 2019.

- b. Review 2017 Bubblyfest Post Report and Event Update:** Stephanie Rowe noted that she had not received the post report from Holly Holliday but was hoping to get it soon to send to the Board. Stephanie had also received confirmation from Holly that the Bubblyfest event will be sold to another party and she is shutting down her business. John Sorgenfrei suggested brainstorming with Heather Muran or Mike Sinor on a wine event focused on Avila Beach wineries.
- c. Consideration of SLO Airport TV Proposal:** Charles Crellin noted that he had gone out to the new airport terminal to see the wall and kiosks and had a discussion with Visitor TV. He felt that there would be much visibility of our videos at this point because there weren't many other companies participating. 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.

**A motion was made by Charles Crellin, and seconded by Chris King, to approve the Airport Visitor TV Proposal for Complete Coverage for a 12-month contract that includes the Baggage Claim HD Video Wall with 60 second spot for \$545 a month and Mobile Video Displays with 20 second spot for \$445 a month for a total annual cost of \$11,880. With no further discussion, the Visitor TV funding was approved by unanimous voice vote of the local Advisory Board.**

- d. Discuss Revamping E-newsletter or Discontinuing:** The Board agreed to change sending the e-newsletter out from a monthly to a quarterly basis and would like to provide input on the content. Kaci Knighton will send out the January e-newsletter to promote the Coastal Discovery & Stewardship Celebration and then start the quarterly distribution in April.
- e. Update on 2018 ABTA Mixer:** Stephanie Rowe gave an overview and update. The mixer will be on Thursday, March 15, 5:30-7:00pm at the Avila Lighthouse Suites Point San Luis Conference Room and Patio. The Board had previously approved \$1,200 for the venue and catering. Stephanie will be working with Woodstock Pizza for the food. She has asked three Avila businesses to pour: Mike Sinor has confirmed he will pour wine. Pierfront Wine and Brew has confirmed they will serve beer. And waiting for Morovino Winery to get back to her.
- f. Confirm Date Change for February Board Meeting:** Charles Crellin noted that he would be at a conference for the regularly scheduled meeting. Everyone agreed to moving the meeting to Wednesday, February 7. Stephanie Rowe will send out a reminder.
- g. TJA Advertising Projects:** None

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

- a. Revamped Stewardship Travel Beach Cleanup & Tote Bag Program Update (Jan)
- b. 2018 Mixer Update (Jan-March)
- c. Rural Road Trip Additional Funding Consideration (Jan)

**10. Closing Comments:** None

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

Dates: **January 10, 2018**  
 Time: **10:00 am – 12:00 pm**  
 Location: **Sycamore Mineral Springs Resort Boardroom**

**12. Adjournment:** The meeting was adjourned at 11:55 am.