

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

February 12, 2018 – Sycamore Mineral Springs Resort Garden View Room, Avila Beach

**Board Members Present:**

Charles Crellin, Sycamore Mineral Springs Resort  
Kalie Howard, Avila Lighthouse Suites

**Others Present:**

John Sorgenfrei, TJA Advertising  
Kaci Knighton, TJA Advertising  
Stephanie Rowe, ABTA admin  
Summer Rogovoy, Avila Lighthouse Suites  
Katie Sturtevant, Stewardship Travel Program Liaison

**Absent:**

Christopher King, Non-Constituent (excused)  
**CBID:** Cheryl Cuming

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1. **Call to Order:** by Board Chair Charles Crellin at 9:15 am
  
  2. **Public Comment:** None
  
  3. **Consent Items:** The 12/13/17 minutes were unable to be approved and will be on next month's agenda.
  
  4. **CBID and Financials Update:** Cheryl Cuming gave an update for the past month.
    - a. 25,000 new email subscribers were added through Kind Traveler.
    - b. 2017 Local Fund Applications approved for a total of \$1,352,557. Total since inception: \$5,600,134. Avila Beach approved 13 projects totaling \$261,000 in 2017. Cheryl noted that the city of SLO spends about \$800,000 a year.
    - c. The Coastal Discovery and Stewardship Celebration is doing well. They added a second showing of the free Hearst Castle film *Oceans* due to popular demand. Theater capacity is 400 and they have been getting between 300-400 people per showing.
    - d. The County \$100,000 Beautification & Infrastructure Grant (BIG) program applications are due March 15.
    - e. Confirmed that Avila Beach's assessments were 18.03% of the total collected.
  
  5. **Budget Update:** Stephanie Rowe confirmed that collections in December totaled \$13,798.36. Available funds (including the 2016-2017 carry-forward) total \$141,357.15 and funds after approved applications and anticipated expenses removed are \$6,613.05.
  
  6. **Committee Reports:**
    - a. **Stewardship Travel Program – Christopher King:**
      1. Quarterly Update from STP Liaison Katie Sturtevant: Katie gave an overview of the program since the last time she reported. She reiterated that 75% of travelers polled think it's important that their travel dollars benefit the communities they visit. We are in the middle of the Coastal Discovery & Stewardship Celebration. As noted by Cheryl Cuming, a second showing of the free Hearst Castle Theater film, *Oceans*, was added due to its popularity. The second Kind Traveler sweepstakes is underway. The first sweepstakes collected almost 30,000 email subscribers. She reviewed recent press and noted the Whale Trail press in the Pasadena Independent. They are working on a new project which will focus on the history and heritage of our region. Stephanie Rowe will follow-up with

Chris King regarding status of STP training for lodging properties. Katie will follow-up with the Central Coast Aquarium regarding partnering with them on their beach cleanup.

**a. TJA Activity Report/Website Analytics Update – John Sorgenfrei, Kaci Knighton, Rick Turton:**

1. **Update on Avila Beach Video:** John noted that they are currently casting the actors through our local PCPA. They are discussing various concepts focusing on the Pick Your Perfect Paradise branding. John noted that one idea is to have a group of people texting about getting together but everyone wants to do something different, such as, wine tasting, kayaking, spa treatment, or hiking. Then at the end of the day, they realize they were all in Avila Beach, “picking their own paradise”. Once casting is completed, filming will begin in March for completion in late April or early May.
2. **Discuss Content for April E-newsletter:** Charles Crellin noted that the Board would like to provide ideas for the quarterly e-newsletter. This item will be on the next agenda.

Kaci gave an update on social media in the last month. She noted that she was doing targeted ad sets to see who engages most. She noted that women between the ages of 35-44 appear to be the leading force among our fans. And women over 65 engage the most with our content. Facebook fans are 74,738. Video views were at 50,000. There are good results from our ads with over 21,000 clicks and 3,200 leads. She noted that blog posts were focused on Coastal Discovery & Stewardship and the month of romance. The e-newsletter was focused on Coastal Discovery & Stewardship and had a 14.5% open rate.

John noted that website lodging referrals were up 44% from last year. Cheryl Cuming noted that the API feed from Highway1DiscoveryRoute.com may be going away because there are issues with it. One issue is that Google penalizes us for the same content on both Highway1DiscoveryRoute.com and VisitAvilaBeach.com. They are working on a solution.

**7. Presentations:** None

**8. Action/Discussion Items:**

- a. **Review Board Seat Application:** Charles noted that Summer Rogovoy from Avila Lighthouse Suites had submitted her board application. Cheryl Cuming reviewed the application process. She noted that the application still had to go to the CBID Board for approval at the end of February, then to the SLO County Board of Supervisors, which now meets every other week. She noted that Summer’s application may not be fully approved until mid-April or early May. Kalie Howard confirmed that she will stay on the board until Summer’s application has been approved in order to maintain the requirement of having three board members. The ABTA Board acknowledged that with Summer’s approval, there are two board members on the board from the same lodging property, Avila Lighthouse Suites.

**A motion was made by Charles Crellin, and seconded by Kalie Howard, to support the application from Summer Rogovoy, General Manager of the Avila Lighthouse Suites, for a seat on the Avila Beach Tourism Alliance Advisory Board. With no further discussion, the application was supported by unanimous voice vote of the local Advisory Board.**

- b. **Update on Visitor TV Funding Approval from CBID Board:** Charles Crellin noted that he had talked with Brian from Visitor TV and everything is going well with the video. John Sorgenfrei noted that he will touch base with Brian to recommend that he write a script for the video.

- b. **Review PR Lead – Linda Ballou:** Charles Crellin noted that he had already vetted this lead with Georgina Stassi from TJA and had decided it wasn't worth the investment.
- c. **Discuss Months of Placement for Facebook and YouTube Ads:** Charles Crellin noted that we spend \$5,000 a month on Facebook and YouTube ads that run from October through June. He asked whether it makes sense to continue the ads into June when they are already busy. Kalie Howard suggested taking the June ads and placing something smaller, perhaps \$2,500, in July to target the end of August when it is slower. John Sorgenfrei confirmed that he would present a proposal at the next meeting to adjust the ad placements.
- d. **Review Additional Funding to Enhance CBID's Rural Road Trip Campaign:** Kaci Knighton gave an overview of the campaign and noted that the Board could approve additional funding to what the CBID Board was already funding. Cheryl Cuming suggested that the board could retarget their current ads to bolster the CBID Bucket List promotions. The Board agreed to this instead of approving more funds.
- e. **Update on 2018 ABTA Mixer:** Stephanie Rowe gave an overview and update. The mixer will be on Thursday, March 15, 5:30-7:30pm at the Avila Lighthouse Suites Point San Luis Conference Room and Patio. Thank you to Summer Rogovoy for the great rate. Stephanie will be working with Woodstock Pizza for the food. She has asked three Avila businesses to pour: Sinor LaVallee and Avila Wine Company have confirmed they will pour wine. Pierfront Wine and Brew has confirmed they will serve beer. Stephanie asked Andrea Lueker at the Harbor District for some parking passes in case attendees had to park in the parking lot. Andrea was unable to provide them but felt there would not be a problem parking on the street. Invitations will be going out soon to all Avila businesses and community partners with an estimated count of 50-60 attendees. She had reserved 75 wine glasses at Got You Covered but Summer confirmed that they now have wine glasses to rent. Stephanie and Charles have worked on the presentation agenda. She will be working with TJA on their portion of the presentation. Cheryl Cuming suggested inviting the heads of County Parks. She will send their contact info to Stephanie.
- f. **Confirm Date Change for March Board Meeting:** Everyone agreed that the next meeting will be on Wednesday, March 7.
- g. **TJA Advertising Projects:** None

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

- a. Revamped Stewardship Travel Beach Cleanup & Tote Bag Program Update
- b. TJA Proposal to Revise VisitAvilaBeach.com website
- c. TJA Proposal to Adjust Timeframe for Placement of Facebook and YouTube Ads
- d. TJA Proposal for Media Plan
- e. 2018 Mixer Update (until April)

**10. Closing Comments:** Charles Crellin noted that he has asked if the Chardonnay Symposium will be held and is waiting to hear back.

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

Dates: **March 7, 2018**

Time: **10:00 am – 12:00 pm**

Location: **Sycamore Mineral Springs Resort Garden View Room**

**12. Adjournment:** The meeting was adjourned at 10:30 am.