

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

April 11, 2018 – Sycamore Mineral Springs Resort Garden View Room, Avila Beach

Board Members Present:

Charles Crellin, Sycamore Mineral Springs Resort
Chris King, Non-Constituent
Kalie Howard, Avila Lighthouse Suites

Absent:

Summer Rogovoy, Avila Lighthouse Suites (excused)
Mike Metcalf, NCI Affiliates

Others Present:

John Sorgenfrei, TJA Advertising
Kaci Knighton, TJA Advertising
Rick Turton, TJA Advertising
Katie Sturtevant, Stewardship Travel Program Liaison
Stephanie Rowe, ABTA admin
Rob Weaver, Achievement House

CBID: Cheryl Cuming

1. **Call to Order:** by Board Chair Charles Crellin at 10:02 am
2. **Public Comment:** None
3. **Consent Items:** The February 12, 2018 minutes were approved for review and approval. A motion was made by Charles Crellin and seconded by Kalie Howard. With no further discussion, the February 12th minutes were approved by a unanimous voice vote of the local Advisory Board.

The March 7, 2018 minutes were approved for review and approval. A motion was made by Charles Crellin and seconded by Chris King. With no further discussion, the March 7th 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. Noted that only the people who are engaging will be kept in the email database.
 - b. Cayucos approved funding \$2,500 partnership for two Whale Tail benches. Cheryl encouraged the board to identify a local non-profit to partner with on Beautification and Infrastructure Grant Program.
 - c. The destination page views for Avila were high because Avila was the focus of the Rural Road Trip promotion in March.
 - d. TOT increased 29.3% year-over-year for February.
 - e. Retargeting Co-op with SLO CAL where CBID invested \$20,000 and SLO CAL matched for \$40,000 Spring promo targeted at LA and SF.
 - f. Encouraged Board to attend the Strategic Marketing Framework presentation on April 25 and SLO Tourism Exchange on May 8.
 - g. Kaci Knighton reviewed the Rural Road Trip results for March: Large spike in destination page views

g. Kaci Knighton reviewed the Radar Road Trip results for March: Large spike in destination page views – 9,600; video views – 124,765; Facebook clicks and Impressions – 17,341 & 578,704; emails

collected – 6,445

h. Confirmed that Avila Beach's assessments were 18.39% of the total collected.

5. **Budget Update:** Stephanie Rowe confirmed that collections in February totaled \$11,091.29. Available funds (including the 2016-2017 carry-forward) total \$142,615.38 and funds after approved applications and anticipated expenses removed are \$27,160.66.

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6. Committee Reports:

a. **Stewardship Travel Program – Chris King:** Stephanie Rowe noted that she has not had a chance to ask the lodging property general managers for available dates to roll out training to staff. She showed the Board a couple of different frame options for the stewardship posters. She will return the ones not chosen and purchase two more of the same ones.

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

John Sorgenfrei noted that they have started working with NBC on the Parallax campaign and it will start at the end of April.

Kaci Knighton gave an update on social media in the last month. Facebook fans are at 75,000. Video views had 78,500. She showed some of the most popular posts. We have 14,427 Instagram followers. She showed the engaging Road Trippers Influencer video and blog from Beck van Dijk and showed the great photos that went along with the blog. She also showed the additional coverage received from her @WeAreTravelGirls account.

Rick Turton noted that there were 11,500 visitor sessions which was down 21% but up 10% in lodging referrals from 2017 to 2018.

1. **Update on Avila Beach Video:** John noted that the first video shoot had to be cancelled due to rain. Filming is still on track for completion by early May.
2. **Update on Mail Chimp E-newsletter:** Kaci noted that there is still a monthly fee of \$150 for the Mail Chimp service even if we don't send out an e-newsletter that month.
3. **Discuss Content for July E-newsletter:** The Board will discuss at the next meeting in May.

7. **Presentations: Rob Weaver, Achievement House:** Rob Weaver and Mike Metcalf gave an overview of the Achievement House including their mission, goals and partners. They noted that they have participated in the Avila Beach Cleanup Project for many years where their clients help with keeping Avila clean that other organizations typically do not clean. In the past, the Avila Community Foundation has funded \$6,000 for the project. This is the first time that the Foundation has funded the project. They also noted that the Avila Community Foundation has funded the project for many years. They also noted that the Avila Community Foundation has funded the project for many years. They also noted that the Avila Community Foundation has funded the project for many years.

the project through their grant program. This year, the Foundation is requesting that the Achievement House find \$3,000 in matching funds. Cheryl Cuming noted that the Beautification and Infrastructure Fund Application does not allow for maintenance but perhaps there would be a way to fund it under the Stewardship Program or through the County BIG program. She felt it was a great project and would research and get back to Stephanie Rowe with status.

8. Action/Discussion Items:

- a. **Welcome New Board Member, Resignation of Current Board Member/Update on Non-Constituent Board Member:** Charles Crellin thanked Kalie Howard for her awesome service on the Board. Summer Rogovoy was out sick so Charles will welcome her to the Board at the next meeting.

A motion was made by Chris King, and seconded by Charles Crellin, to accept Kalie Howard's resignation from the Avila Beach Tourism Alliance Advisory Board effective 4/11/18. With no further discussion, the resignation was accepted by unanimous voice vote of the local Advisory Board.

Charles noted that Chris King is no longer working within the lodging industry and would be taking some time off. Cheryl Cuming noted that per the by-laws there needed to be a minimum of 3 members. Of the 3 members, 2/3 are required to be lodging constituents and 1/3 could be a non-constituent. She suggested that the Board discuss whether they were comfortable with Chris not having a lodging connection to Avila Beach. Charles wondered if Chris would still be engaged without a direct connection to Avila Beach. Chris noted that he was still very interested in being on the Board and leading the Stewardship Travel Program. Chris and Charles agreed that the focus would always be on what is best for the Board.

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- a. **Update on Visitor TV Video Project:** John Sorgenfrei noted that he is working with Brian from Visitor TV and coordinating with Paul from Gear 6 Productions on the other video.
- b. **Update on 2018 ABTA Mixer:** Stephanie Rowe gave an update. She noted that the mixer had to be rescheduled due to heavy rain on March 21. The rescheduled mixer will be on Monday, April 23, 5:30-7:30pm at the Avila Lighthouse Suites Point San Luis Conference Room and Patio. So far, she has received 57 RSVPs. Once the final headcount has been established, she will be working with Woodstock's Pizza on the final menu and Avila Lighthouse Suites on the final room setup. The final presentation has been completed.
- c. **Schedule Annual Marketing Meeting/Review TJA Advertising Projects:** Charles Crellin noted that the Board had agreed at last year's marketing meeting to have an annual marketing meeting prior to TJA's contract renewal. Everyone agreed to schedule the marketing meeting on Monday, April 30, 9:00-11:00 am. Charles will work on the agenda to be sent out for feedback prior to the meeting.
- d. **Discuss Date Changes for July and August Board Meetings:** Stephanie Rowe noted that she had a conflict with the meeting on July 11. Cheryl Cuming noted that some of the local fund boards have

decided not to have meetings in July because it was their busiest time. The Board decided that they would assess in May whether to have a July meeting. Charles Crellin noted that he had a conflict with the meeting in August. **The Board agreed to move the meeting a week later to August 15.**

9. Future Agenda Items/New Business:

- a. Marketing Recap and Discussion (April marketing meeting)
- b. 2019 Avila Beach Sporting Event Proposal from Samantha Pruitt (April marketing meeting)
- c. Update on Revamped Stewardship Travel Beach Cleanup & Tote Bag Program (May)
- d. Discuss Content for July E-newsletter (May)
- e. 2018 Mixer Update (May)
- f. Discuss whether to have July Board Meeting (May)
- g. 2018 Harvest on the Coast Fund Application Consideration
- h. Review TJA Contract Renewal Proposal (Include: Revamp Website and Adjust Timeframe for Facebook and YouTube Ads) (May)
- i. Administrative Services Contract Renewal (May)
- j. Review 2018-2019 Budget Proposal (May)

10. Closing Comments: Charles Crellin noted that Samantha Pruitt contacted him to discuss a potential 2019 sporting event in Avila Beach with first responders. He will ask her to put together a proposal.

11. Next ABTA Local Fund Advisory Board Meetings:

Dates:	April 30, 2018	May 9, 2018
Time:	9:00 - 11:00 am	10:00 am - 12:00 pm
Location:	Sycamore Mineral Springs Resort Boardroom	

12. Adjournment: The meeting was adjourned at 11:36 am.