

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

March 7, 2018 – Sycamore Mineral Springs Resort Garden View Room, Avila Beach

Board Members Present:

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

Absent:

Kalie Howard, Avila Lighthouse Suites (excused)
Stephanie Rowe, ABTA admin

CBID: Cheryl Cuming

Others Present:

John Sorgenfrei, TJA Advertising
Kaci Knighton, TJA Advertising
Rick Turton, TJA Advertising
Summer Rogovoy, Avila Lighthouse Suites
Katie Sturtevant, Stewardship Travel Program Liaison

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1. **Call to Order:** by Board Chair Charles Crellin at 10:09 am
 2. **Public Comment:** None
 3. **Consent Items:** The December 13, 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 December 13th minutes were approved by a unanimous voice vote of the local Advisory Board.

The 2/12/18 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. The destination page views for Los Osos had a large bump because they were the focus of the Rural Road Trip promotion in February.
 - b. The free movie during Coastal Discovery & Stewardship had over 1,000 attendees. They had to add a second showing during the last three Saturdays due to popular demand.
 - c. The County Beautification and Infrastructure grant (BIG) applications are due on March 15.
 - d. CBID is having a meeting to finalize their strategic marketing plans. They will be inviting the local fund boards for feedback.
 - e. Confirmed that Avila Beach's assessments were 18.16% of the total collected.
5. **Budget Update:** Stephanie Rowe confirmed that collections in January totaled \$12,519.52. Available funds (including the 2016-2017 carry-forward) total \$135,434 and funds after approved applications and anticipated expenses removed are \$17,623.65.
6. **Committee Reports:**
 - a. **Stewardship Travel Program – Chris King:** Chris King gave an update on the program. He met with Katie Sturtevant, Kaci Knighton and Stephanie Rowe to discuss the plan for rolling out the revamped stewardship cleanup program. He will be buying bins to hold supplies and will also frame a poster for each property that participates in the program. Stephanie Rowe will send out an email to each general manager asking for 2-3 dates for training their staff. Chris will also be giving an update at the mixer. Kaci Knighton gave an overview of the #GoodGoesAroundAvila contest for posting trash pickup photos. The Board agreed to see how much traction the new program gets before determining the prizes and timing.
 - 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 74,915 and are growing

between 1,500-2,000 a month. Video views had 35,500. She showed some of the most popular posts. The leading force of fans are women between ages 35-44 and women ages 65+ are most engaged. We have over 14,000 Instagram followers. The travel blog was about the Avila Farmers' Market. The e-newsletter has over 22,000 subscribers and will have even more from the Rural Road Trip campaign. YouTube has over 314,000 lifetime video views. Kaci shared the top three videos.

Rick noted that there were 11,500 visitor sessions—73% were from mobile devices. Vacation rentals went from 937 views to 1,000 so there is a lot of interest for them.

1. **Update on Avila Beach Video:** John reviewed the video shoot progression starting on March 11 through March 13. The target audiences will be genX, millennials and baby boomers. Filming is still on track for completion by early May.
2. **Discuss Content for April E-newsletter:** Kaci suggested using the H1DR Bucket List for the April e-newsletter and the Board agreed.

7. **Presentations:** None

8. **Action/Discussion Items:**

- a. **Review Proposal for Ad in Beach Towns Publication:** Charles Crellin gave an overview of the ad specifications. Cheryl Cuming noted that she would reach out to the publishers to see if she could send the Rural Road Trip press releases for our regions like she did last year. The Board agreed they would like to place an ad either on the inside front or back or back page for a maximum cost of \$1,250 or a full-page ad for a cost of \$975. **Funding will come from the current TJA budget.** John Sorgenfrei will send the ad for approval.
- b. **Review Proposal for NBC Media Plan:** John Sorgenfrei gave an overview of the NBC Digital proposal. It would be like the recent H1DR NBC.com parallax campaign which was very successful. Kaci Knighton showed how the parallax works which has a stationary image and text that scrolls down. Cheryl Cuming noted that the H1DR campaign had over 500,000 page views in seven days, pre-roll video with 575,000 impressions and 4,000 clicks for one Facebook post. The Avila target audience would be in the Los Angeles area and would cost \$23,000. John suggested running it at the end of March to kick off spring. **The Board agreed to fund the media campaign which would come from the current TJA budget.**
- c. **Review Proposal to Revise VisitAvilaBeach.com Website:** John Sorgenfrei noted that he would like to discuss revamping the website and include it in next year's marketing budget. He noted that he would provide different levels in the proposal. Cheryl Cuming noted that there is a conversation with SLO CAL about whether there should be a separate H1DR website (which is considered an attraction) or can it fold into the SLO CAL website. **The website revamp will be included in the next TJA budget proposal.**
- d. **Review Proposal to Adjust Timeframe for Placement of Facebook and YouTube Ads:** As committed at last month's meeting, Kaci Knighton presented options for reallocating social media ads as follows: Option 1 - Reallocate half of the June 2018 funds to July to target August visitors or Option 2 - Reallocate all the June 2018 funds to July to target August visitors. The Board agreed to drop all June ads and reallocate the \$5,000 funding to August to target fall visitors. **John Sorgenfrei will include in next year's marketing budget proposal.**
- e. **Update on Visitor TV Video Project:** Charles Crellin noted that he is continuing to talk with Brian from Visitor TV and everything is going well with the video. John Sorgenfrei noted that he is fine with the script.
- f. **Update on 2018 ABTA Mixer:** Stephanie Rowe gave an overview and update. The mixer will be on Wednesday, March 21, 5:30-7:30pm at the Avila Lighthouse Suites Point San Luis Conference

Room and Patio. Sinor-LaVallee and Avila Wine Company have agreed to pour wine and PierFront Wine & Brew will be pouring beer. So far, she has received 37 RSVPs and will send out a reminder to those who haven't responded. She is working with Avila Lighthouse Suites on the room setup. Once the final count has been established, she will be working with Woodstock Pizza on the final menu. She is working with TJA and the Board on the final presentation. Avila Lighthouse Suites has offered to provide 10 VIP parking passes for their garage.

a. **TJA Advertising Projects:** None

9. Future Agenda Items/New Business:

- a. Update on Revamped Stewardship Travel Beach Cleanup & Tote Bag Program (April)
- b. Discuss Content for July E-newsletter (April)
- c. 2018 Mixer Update (April-May)
- d. Discuss Date Changes for July and August Board Meetings (April)
- e. Review TJA Contract Renewal Proposal (Include: Revamp Website and Adjust Timeframe for Facebook and YouTube Ads) (May)
- f. Review 2018-2019 Budget Proposal (May)

10. Closing Comments: Stephanie Rowe noted that she would like to change the July meeting date due to a travel conflict. **This item will be on next month's agenda.**

11. Next ABTA Local Fund Advisory Board Meeting:

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

12. Adjournment: The meeting was adjourned at 11:41 am.