

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

April 30, 2018 – Sycamore Mineral Springs Resort Boardroom, Avila Beach

Board Members Present:

Charles Crellin, Sycamore Mineral Springs Resort
Chris King, Non-Constituent
Summer Rogovoy, Avila Lighthouse Suites

Others Present:

John Sorgenfrei, TJA Advertising
Kaci Knighton, TJA Advertising
Rick Turton, TJA Advertising
Stephanie Rowe, ABTA admin

Absent: None

CBID: Cheryl Cuming

1. **Call to Order:** by Board Chair Charles Crellin at 9:09 am.

2. **Public Comment:** None

3. **Action/Discussion Items:**

- a. **Review TJA 2017-2018 Marketing Recap:** Kaci Knighton reviewed the social media results. She noted that there are 75,000 Facebook fans which is a 13% increase year-over-year; 232,000 video views; ~8,000-10,000 engagements per month which is important. YouTube video views were 315,000 which is a 34% increase year-over-year. Instagram followers are at 14,000 which is a 32% increase year-over-year and 92,500 engagements. The quarterly e-newsletter has 27,000 subscribers with an open rate average of 20% which is above industry standards. Social media demographics are 73% women and 27% men, and the top cities are Fresno, Bakersfield, Los Angeles, Visalia and Clovis. The most successful campaign for URL clicks to our website was “Pick Your Perfect Paradise”, the next successful were the Rural Road Trip and the Avila Fall 2017 campaigns. Kaci noted that the predictions for 2018 are that Influencer Marketing would continue to increase which included user generated content and micro-influencer marketing. Micro-influencer marketing has less followers but more engagements. Chris King suggested that we look for influencer markets that we haven’t had before such as 2 Travel Dads. Kaci continued predictions for 2018 and noted that Instagram will become the #1 desired social media platform, videos will continue to be important and social media will be predominately mobile. She continued with the other effective campaigns from the past year, including Road Trippers, Road Trippers Influencer Beck van Dijk, and the travel blog. John reviewed the branding and print campaign for “Pick Your Perfect Paradise”.

Rick Turton reviewed the website analytics for the past year. He noted that visitor sessions were down 14% but that lodging referrals were up 11%. He noted that 19% of website visitors end up on a lodging website as a lodging referral. Mobile visitors from January – March 2018 were at 70% compared to 52% for January – March 2017. John reviewed the suggestions for the website revamp: Refresh what we have and reformat for mobile users; switch to WordPress with a mobile first theme; host our own event calendar. Cheryl Cuming noted that at the Strategic Marketing meeting, our area, Highway 1, is a destination and we need to be marketed as such. She noted

that our area is 50% of SLO CAL's assessments, larger than Pismo, so she is working with them to get the same level of service.

John Sorgenfrei showed a teaser of the Avila video. The Board agreed that it was really good. Cheryl noted that the young couple seemed very young and perhaps there was a way to make them look older than teenagers. The original concept was that they were supposed to be millennials. The Board felt that they needed to look old enough to afford to stay in Avila which is our main objective. John agreed to make edits that made it look like the couple were at least 21 years old.

John reviewed the NBC Parallax and noted that he was working with NBC and would have more information at the next meeting.

- b. Review Marketing Discussion Topics:** Charles Crellin asked TJA if there was anything that they recommend we don't do again. Kaci noted that she would do less YouTube videos ads and shift to more Facebook ads. Chris King suggested doing ads on Pandora and Hulu. John Sorgenfrei noted that those platforms work best for events as oppose to general content. Chris noted that the Board should do a better job of seeking out more creative ways to have TJA target other groups. Cheryl Cuming recommended taking the people we already have and diving deeper into their specific interests; to look at those things that have been successful and retarget them. John noted that demographics are still important. He noted that millennials may not be able to afford lodging in Avila, but Baby Boomers can, and they are able to visit in the off-season. Charles noted that he would like to see how TJA would address the Baby Boomer demographic while balancing the millennial demographic. Cheryl recommended hiring someone to write about Avila every week. Charles asked if there was still a place for print ads. John noted that as long as the ad ran with a story. Charles asked if there was still a place for journalists. John responded that journalists use to work for a publication, now they are freelancers and need to sell their stories to publications. Chris asked about the 360 camera and live streaming that was presented last year. Kaci noted that the camera had an issue at events because it didn't know where to focus. Chris suggested interviewing locals that make our area special, such as artist Colleen Gnos, Libertine Brewing or Krava Bowl owners. Kaci suggested we could do this and connect it with our travel blog. The Board asked TJA if they could provide a quarterly marketing plan balancing demographics, content and interests.
- c. Discuss Potential Sponsorship for 2019 Race SLO Sporting Event:** Charles Crellin noted that the funding request of \$40,000 for a title sponsor seemed high for a first-time event. Chris King noted that the proposal was not presented well for Avila Beach because the estimated room stays of 600+ would not be achievable given that we don't have that many rooms. John Sorgenfrei noted that the Board may want to reallocate funds to marketing if there weren't that many events in the coming year. Cheryl Cuming asked if Avila could partner with Pismo Beach on events, such as the car show. She also noted that the Board could go out and find an event that would work in Avila and bring it here or put out an RFP. Charles noted that he would communicate to Samantha that the event was not a good fit for Avila.

4. Future Agenda Items/New Business:

- a. Update on Revamped Stewardship Travel Beach Cleanup & Tote Bag Program (May)
- b. Discuss Content for July E-newsletter (May)
- c. 2018 Mixer Debrief (May)
- d. Discuss whether to have July Board Meeting (May)
- e. 2018 Harvest on the Coast Fund Application Consideration (May)
- f. Present TJA Contract Renewal Proposal (May)
- g. Administrative Services Contract Renewal (June)
- h. Review 2018-2019 Budget Proposal (June)

5. **Closing Comments:** None

6. **Next ABTA Local Fund Advisory Board Meetings:**

Dates: **May 9, 2018**

Time: **10:00 am – 12:00 pm**

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

7. **Adjournment:** The meeting was adjourned at 11:25 am.