

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

May 9, 2018 – Sycamore Mineral Springs Resort Garden View Room, 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
Heather Muran, SLO Wine Country Association

Absent: None

CBID: Cheryl Cuming

1. **Call to Order:** by Board Chair Charles Crellin at 10:06 am.
2. **Public Comment:** None
3. **Consent Items:** The April 11, 2018 minutes were approved for review and approval. A motion was made by Chris King and seconded by Charles Crellin. With no further discussion, the April 11th minutes were approved by a unanimous voice vote of the local Advisory Board.

The April 30, 2018 minutes were approved for review and approval. A motion was made by Chris King and seconded by Charles Crellin. With no further discussion, the April 30th 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. The Rural Road Trip Campaign just finished. In April, Oceano had 5,900 and Nipomo had 7,000 lodging page views as the last of the monthly destinations.
 - b. Cambria is funding a Chamber Zagstar bike sharing program.
 - c. TOT for Avila increased 6.3% year-over-year for Jan-March. CBID is up 9% for the same period.
 - d. Reviewed the Mid-State Fair Showcase opportunity. The space is free, but the display may cost up to \$5,000. CBID is not participating.
 - e. Reviewed the Vacation Rental Activity between 2015-2017. The reports showed the total vacation rental licenses by area and the percentage not activated as vacation rentals. Some owners apply for a license to keep other vacation rentals from being activated, and others apply to make it more desirable when selling the property.
 - f. Reviewed the CBID Strategic Marketing Framework including value proposition, initiatives and target market personas.
 - g. Confirmed that Avila Beach's assessments were 18.36% of the total collected.
5. **Budget Update:** Stephanie Rowe confirmed that collections in March totaled \$9,397.21. Available funds (including the 2016-2017 carry-forward) total \$141,498.71 and funds after approved applications and anticipated expenses removed are \$35,276.49.

6. Committee Reports:

a. Stewardship Travel Program – Chris King:

1. **Update on Revamped Stewardship Travel Cleanup Kit & Tote Bag Program:** Stephanie Rowe noted that she sent an email to all constituents to let them know about the revamped Stewardship Cleanup Kit & Appreciation Tote Program. She let them know

that Chris King will be providing onsite training to lodging properties. She asked interested properties to send available dates for training. She is coordinating with Lighthouse Suites, Sycamore, Avila Village Inn and Coastal Vacation Rentals. Cheryl Cuming confirmed that CBID approved a continuing relationship with Katie Sturtevant for the Stewardship Travel Program.

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

Kaci Knighton gave an update on social media in the last month. Facebook fans are past 75,000. Video views had 71,300. She showed some of the most popular posts. The Bucket List campaign was very popular and generated many URL clicks and leads. Cheryl Cuming will ask Visit SLO CAL if constituents can use their photo assets and videos. We have 14,703 Instagram followers, an increase of 276. The Travel Blog was: 11 Things You Must Do in Avila Beach, California. The monthly video views for YouTube was 5,861.

Rick Turton noted that social media traffic was up 45% and total page views were over 13,000. 70% are on mobile devices. March traffic was high because of the Rural Road Trip campaign. Visitor sessions were down, but lodging referrals were up by 30% from 2017 to 2018. Kaci noted that website traffic is only one part of the picture, millennials predominately uses Instagram for travel decisions.

1. **Update on Avila Beach Video and Visitor TV Video Project:** John Sorgenfrei noted that they will be reshooting with the millennial couple on Friday, May 11. Then they will be getting all the cast together for the group shots. The ETA is a couple of weeks after shooting. The Visitor TV project is on hold while they wait for the Avila video to be completed as they are using some of the footage. Also, the NBC parallax project is on hold waiting for the video. John recommended waiting on the Visitor TV and NBC parallax campaigns and running them in the Fall. The ABTA Board agreed to wait and decide later whether to start them in September, October or November. Kaci showed the draft parallax page. Heather Muran asked if a link to SLO Wine Country could be added to the VisitAvilaBeach.com website.
2. **Discuss Content for July E-newsletter:** Chris King noted that July was already close to being booked. He asked if we should send the e-newsletter instead in the Fall. The Board agreed to have the next e-newsletter sent in September instead of July. This item will be on the August agenda for Board discussion.

7. Presentations: TJA Advertising Contract Renewal Proposal: John Sorgenfrei and Kaci Knighton gave an overview of the 2018-2019 proposal including goals and objectives, target markets and marketing approach. John noted that the website revamp would have a different look but would have some of the same content and photos. Charles Crellin asked if the future of websites was to have less content and include only key information. Rick Turton noted that that was the definition of “mobile first”. John noted that it may not be worth it to bring journalists to our area, so it should be at the end of our priority list. John noted that e-mail marketing was still important given that Avila has over 29,000 subscribers. Kaci reviewed social media and noted that we have been on the cutting-edge of user generated content. John reviewed the proposed budget summary of \$178,980. The Board will review the proposal and let Stephanie know any changes in preparation for consideration at the next meeting.

8. Action/Discussion Items:

- a. **Heather Muran, Review of 2018 Harvest on the Coast Fund Application:** Heather gave an overview of the 2018 fund application. The event will be held November 2-4, with the Grand Tasting on Saturday, November 3rd at the Avila Golf Resort. Funds requested are \$16,000 for the following: Regional Targeted Marketing Campaign (\$9,000) and Exclusive Partnership (\$7,000). Last year, Heather offered an enhanced experience for attendees staying in Avila

Beach. She is proposing the same for this year: The VIP Lounge will be built-out as a unique area with winemakers pouring reserve wines in the space, and a local restaurant providing special food. The Cork Dorks will broadcast again from the tent. Heather noted that they will make every effort to put wristbands on at the door when attendees check-in. Heather confirmed that 59% of attendees came from out of the county in 2017. She also reviewed the survey questions and results from last year. The Board discussed how to set expectations that only attendees who stay in Avila are allowed in to the tent to keep its exclusivity. Heather noted that they will be adding staff to man the entrance. Cheryl Cuming asked Heather to send the trolley schedule. Chris King wanted to make sure since the ABTA is the biggest sponsor, that our logo is the most prominent on all marketing material.

A motion was made by Summer Rogovoy, and seconded by Chris King, to approve \$16,000 to sponsor Harvest on the Coast, November 2-4, 2018. With no further discussion, the event funding was approved by a unanimous voice vote of the local Advisory Board.

- b. Update from Strategic Marketing Framework Meeting:** Cheryl already gave an update in her CBID Update above. Chris King reiterated that the Highway 1 Discovery Route unincorporated areas made up 50% of Visit SLO CAL's collections, therefore, they should be provided a corresponding level of service. Cheryl will be working towards this.
- c. Debrief of 2018 ABTA Mixer:** Stephanie Rowe gave a final update and asked for feedback. There were 66 RSVPs and about 50 attendees. Everyone seemed to enjoy themselves. The Board agreed that the venue at the Avila Lighthouse Suites was great, the pizza was good, there were no parking issues, and Monday in April was a good day to have the mixer as long as it wasn't Spring Break.
- d. Update on Achievement House Proposal:** Stephanie Rowe noted that after discussing with Cheryl and Charles, it would be difficult to have Achievement House submit a fund application given that funding does not cover maintenance. She noted that she has connected Rob Weaver with her husband who will help find other local parties who can potentially help with the matching funds.
- e. Discuss whether to hold July Board Meeting:** The Board agreed to cancel the July meeting. Charles reconfirmed with the Board that the meeting that was changed to August 15th was still good for everyone. Cheryl noted that she would be unable to attend.
- f. Review TJA Advertising Projects:** None

9. Future Agenda Items/New Business:

- a. Consideration of TJA Contract Renewal Proposal (June)
- b. Consideration of Administrative Services Contract Renewal (June)
- c. Review of 2018-2019 Budget Allocation Proposal (June)
- d. Discuss Content for September E-newsletter (August)
- e. 2018 Harvest on the Coast Recap (after Nov)

10. Closing Comments: None

11. Next ABTA Local Fund Advisory Board Meetings: *Note: July 11th Meeting Canceled*

Dates: **June 13, 2018 and August 15, 2018 (Note August date change)**

Time: **10:00 am – 12:00 pm**

Location: **Sycamore Mineral Springs Resort Boardroom**

12. Adjournment: The meeting was adjourned at 12:25 pm.