

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

June 13, 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:

Christine Johnson, Central Coast Aquarium
Kaci Knighton, TJA Advertising
Rick Turton, TJA Advertising
Stephanie Rowe, ABTA admin
Shirley Goetz, Avila Beach Bird Sanctuary

Absent: None

CBID: Cheryl Cuming

1. **Call to Order:** by Board Chair Charles Crellin at 10:06 am.
2. **Public Comment:** Shirley Goetz, founder of the Avila Beach Bird Sanctuary, asked if anyone had heard from the individual who set up the organization, Avila Beach Bird Sanctuary, Inc. She has tried contacting the individual to see what he is planning to do with the organization. She would like to be able to move forward with Avila Beach Bird Sanctuary Day and other educational activities. The Board encouraged her to set up her own organization under a different name.
3. **Consent Items:** The May 9, 2018 minutes were approved for review and approval. A motion was made by Summer Rogovoy and seconded by Chris King. With no further discussion, the May 9th 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. Reviewed the European Union General Data Protection Regulation (GDPR).
 - b. Mentioned the CBID Year-End Report and encouraged the board to review. She noted that next year is going to be about engagement and involvement with the folks from their database and not about adding to it. They recently did a database cleanse to put people in buckets based on their engagement and then will target them based on their interests. They noticed that the folks from Kind Traveler were very engaged in our brand.
 - c. Confirmed that the TBID Ordinance was approved for the next year with zero protest votes received for the first time since inception.
 - d. TOT for Avila increased 51.4%% year-over-year for February due to one lodging property paying for the year. CBID was up 25.5%.
 - e. Highway 1 will be opening sooner than expected at the end of July. Good news for the businesses in Cambria, San Simeon and Ragged Point.
 - f. Confirmed that Avila Beach's assessments were 18.83% of the total collected.
5. **Budget Update:** Stephanie Rowe confirmed that collections in April totaled \$15,783.06. Available funds (including the 2016-2017 carry-forward) total \$135,219.21 and funds after approved applications and anticipated expenses removed are \$52,315.29.
6. **Committee Reports:**
 - a. **Stewardship Travel Program – Chris King:**
 1. **Update on Revamped Stewardship Travel Cleanup Kit & Tote Bag Program:** Stephanie Rowe noted she will be coordinating with the lodging properties interested in the training. Realistically, she will be scheduling for early August.

a. 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 75,139. Video views had 59,100 which is lower than before because she was doing some ad testing. The ads generated 1,300 new leads and she will start collecting their interests. She showed some of the most popular posts. Instagram followers are at 15,000 an increase of 258. Travel blog was: Best Little Beach Towns to Visit in Fall. We have 29,799 e-newsletter subscribers and YouTube lifetime video views of 334,042.

Rick Turton noted that website visits in the last month totaled 26,280. Visitor sessions were down, but as noted before, the quality of the referrals to lodging were better with 18% increase year-over-year.

1. **Update on Avila Beach Video and Visitor TV Video Project:** Due to time constraints, no updates were provided.

7. Presentations:

- a. **Christine Johnson, Central Coast Aquarium Overview:** Christine noted that she started as the new executive director in April 2018. She reviewed the aquarium's mission, history, and programs. She noted that they are currently fundraising for a better truck to transport their mobile touch tank. They are now open to visitors six days a week and closed on Monday. They have already welcomed 20,000 visitors and are on track to have a total of 33,000 visitors for the year. They do not collect zip code data, so they are unsure where the visitors live. Chris King suggested an interactive map on their wall, so visitors can place a pin where they live to track the data. Christine noted that the Ocean Discovery Park just opened on Saturday, so it will be open for events. Their big fundraiser is Catch of the Central Coast in the fall. Charles Crellin noted that perhaps we can work on funding out-of-area marketing for the 2019 event. Cheryl Cuming noted that matching funds may also apply for the event. Stephanie Rowe noted that she has been coordinating with the Aquarium for the recent beach cleanups that visitors have organized. Instead of using the trash bags and gloves from our kits, we have been using their buckets and pickers. They have less than 20 sets and it would be nice if the ABTA could fund more. Stephanie will work with Christine to help with a fund application for the equipment. Cheryl also noted that perhaps we can partner with the Aquarium on the upcoming Coastal Discovery & Stewardship Celebration and Sharks After Dark.

8. Action/Discussion Items:

- a. **Review 2018-2019 Budget Allocation Proposal:** Stephanie Rowe reviewed the current year budget projections and encumbrances. She then reviewed the proposed budget allocations for Fiscal Year 2018-2019 as follows: Admin-14%; Events-15%; General/Contingency-11%; Marketing-50%; Capital Fund-10%. She noted that the administration allocation was increased due to the fixed costs for Stephanie, the County and District. The board liked the idea of a future infrastructure/beautification project that was not considered maintenance.

A motion was made by Chris King, and seconded by Summer Rogovoy, to approve the Fiscal Year 2018-2019 budget allocations as proposed. With no further discussion, the allocations were approved by unanimous voice vote of the local Advisory Board.

- b. **Consideration of TJA Contract Renewal Proposal:** Charles Crellin asked what the difference is with mobile first and a regular website. Rick Turton brought up an example that showed how only the most important information was displayed on a mobile device and it sized correctly. But the information would expand and show more when opened on a computer. Kaci confirmed that the board would like to see a website revamp proposal at the meeting in August.

A motion was made by Charles Crellin, and seconded by Summer Rogovoy, to approve a total

annual investment of \$141,980 for the proposed TJA Marketing Plan effective July 1, 2018 through June 30, 2019. With no further discussion, the marketing plan was approved by unanimous voice vote of the local Advisory Board.

- b. **Discuss Adding ADA Verbiage on Agendas:** Due to time constraints, this item will be placed on the next agenda.
- c. **Discuss VAB.com website ADA Compliance:** Charles Crellin wanted to make sure that we have met the minimum level of ADA requirement on our website. Rick Turton confirmed we are complying with best practices.
- d. **Consideration of Administrative Services Contract Renewal:** Stephanie Rowe noted that there were no changes from the last scope of services except to change the contract to align with the fiscal year starting on July 1st.

A motion was made by Charles Crellin, and seconded by Chris King, to approve the administrative services contract renewal for Stephanie Rowe at the rate of \$27.50 per hour for a maximum of 60 hours per month for an annual investment of \$19,800 and total 2-year investment of \$39,600 effective for 24 months starting July 1, 2018 through June 30, 2020. With no further discussion, the renewal was approved by unanimous voice vote of the local Advisory Board.

- e. **Review TJA Advertising Projects:** None

9. Future Agenda Items/New Business:

- a. Consideration of Central Coast Aquarium Fund Application for Beach Cleanup Equipment (Aug)
- b. Discuss Harvest on the Coast Booths/Consideration of Giveaway Funding (Aug)
- c. Discuss Overall Event Strategy (Aug)
- 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: 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 11:39 am.