

Scope of Services  
**Avila Beach Tourism Alliance (ABTA)**  
Administrative Assistant

The overall role of the ABTA Administrative Assistant is to organize and to administer the strategies of the ABTA Chair and ABTA Board Members. Stephanie Rowe agrees to provide administrative services to the Avila Beach Tourism Alliance Board through this Scope of Services. Services include, but are not limited to:

- Avila Beach Tourism Alliance Meetings:
  - Confirm and communicate the time and location of ABTA meetings
  - Prepare and post meeting agenda in accordance with the Brown Act requirements (Avila Beach Post Office)
  - Attend all ABTA meetings
  - Insure that the meeting room is properly set to conduct ABTA meetings
  - Provide copies of the agenda and agenda items for ABTA members
  - Record and provide detailed meeting minutes for review and approval of ABTA chair and board members
  - Set up agenda, as directed by the ABTA chair and board members
  - Take action on items as directed by ABTA chair and board members
  - Develop and distribute minutes of all ABTA board meetings
  
- Sub-Committee Meetings:
  - Confirm and communicate the time and location of sub-committee meetings and send notices to all sub-committee members
  - Attend all sub-committee meetings
  - Record and provide meeting minutes for review and approval of sub-committee chair(s)
  - Take action on items as directed by the sub-committee chair(s)
  - Prepare sub-committee report for ABTA board meetings
  
- Financials:
  - Create and maintain the budget year over year – track financial growth/spending
  - Obtain approval for and track invoices and expenses
  
- Fund Application and/or Grant Requests
  - Accept application requests from interested parties
  - Distribute request forms as needed
  - Review and update ABTA co-chairs of any grant request interest
  - Review incoming forms for presentation to the ABTA
  - Keep records of the progress of grant requests
  - Keep applicant informed during the process
  - Compile a summarized report each month on the grant requests

- Liaison between ABTA Board and the surrounding communities:
  - Handle queries from the community and VisitAvilaBeach website, forwarding to the appropriate person as needed
  - Assist in advertising the mission/vision of the ABTA board
  - Assist in educating the community on current activities
  
- Communication and Processing:
  - Communicate with ABTA chair and board members all activities to assist and provide feedback to ensure ABTA actions are consistent with strategic goals and direction
  - Work in conjunction with the CBID to ensure that ABTA items are not redundant of the CBID activities and efforts
  - Maintain integrity and honesty both personally and for the ABTA in all dealings
  - Apply business principals and acumen to all decisions in order to achieve strong and measureable results
  - Communicate effectively with and between board members, community leaders, and related tourism marketing entities to maintain strong internal and external relationships
  
- As directed assist with the execution of the Marketing Plan
- As directed represent the ABTA and its members by attending events, related professional associations and marketing functions
- Collaborate with local events to maximize the opportunity for our constituents and identify sponsorship opportunities where appropriate
- Develop and implement a constituent communication tool so that all members are informed of the ABTA's progress and activities on their behalf
  - Create and maintain an accurate member inventory to include individual property contact information, property type and unit count

**Additional Responsibilities:**

- Create and document process for vacation rental managers to notify me with changes in order to keep constituent list and website up to date.
- Create, maintain and monitor vendor expense tracking budget year over year
- Write matching fund applications when appropriate and submit for approval
- Monitor website to provide updates/changes with current businesses, events, changes, etc.
- Document processes for the administrative assistant position specific to Avila
- Create and maintain documents and material in binders
- Prepare board packet documents on ABTA laptop for projecting during meetings
- Organize all documents into folders and maintain on ABTA laptop
- Develop relationship with constituents to get an idea of their feelings about the ABTA and ways they feel we can benefit them in the future
- Develop relationship with local business owners and find out if there are things they would like to participate in or events they would like to consider
- Assist in promoting Stewardship Travel Program activities and marketing plan
- Organize and manage annual constituent mixer
- Review and distribute SLO CAL PR Opportunities

**Terms and Compensation:**

The Administrative Assistant will be compensated at the rate of \$27.50 per hour for the above services for a maximum of 60 hours per month for a total annual amount of \$19,800. The Avila Beach Tourism Alliance board can approve additional hours if needed. Approved office expenses as well as a cell phone allowance of \$20.00 per month will also be provided. The Administrative Assistant agrees to bill the County, on behalf of the Avila Beach Tourism Alliance, on a monthly basis, detailing the hours and services provided. This Scope of Services is effective as of July 1, 2018 and will continue for (24) twenty-four months ending on June 30, 2020 or as long as the Avila Beach Tourism Board requires the services of the Administrative Assistant, providing the Administrative Assistant and the Avila Beach Tourism Alliance board agrees with a continuance of services. Either party may terminate this contract with a 30-day written notice.

*Administrative Assistant:*

*Avila Beach Tourism Alliance Chair:*

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Signature

Date

Signature

Date

**Stephanie Rowe**  
**Administrative Services Recap**  
**September 2016 - June 2018**

**Meetings**

- Prepared agendas and posted in accordance with Brown Act requirements
- Attended all ABTA meetings
- Developed meeting minutes and distributed as needed

**Financials**

- Maintained and reconciled budget against CBID monthly report
- Calculated and monitored annual budget allocations
- Created, maintained and monitored vendor expense tracking budgets

**Vacation Rentals**

- Reconciled and ensured ~50 vacation rentals were added or removed from VisitAvilaBeach.com based on list from County and H1DR.

**Fund Applications**

- Mentored applicants on fund application process and reviewed incoming forms for presentation to the ABTA.
- Ensured all sponsorship benefits received

**Website**

- Monitored website to provide updates/changes for current businesses, events, changes, etc.
- Handled inquiries from the VisitAvilaBeach.com info mailbox

**Constituents and Community Partners**

- Developed relationships with constituents and community partners to get an idea of their feelings about the ABTA and ways they feel we can benefit/partner with them in the future

**Stewardship Travel Program**

- Assisted in promoting Stewardship Travel Program activities, created cleanup kits and coordinated multiple beach cleanups as requested.

**Project Management**

- Organized and managed annual constituent mixer
- Worked on Avila Beach Whale Trail Sign project
- Coordinated setup for Harvest on the Coast annual booth and represented ABTA at event
- Proofread monthly e-newsletters, marketing material and landing pages from TJA

*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

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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.

- 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 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.**

- c. **Discuss Adding ADA Verbiage on Agendas:** Due to time constraints, this item will be placed on the next agenda.
- d. **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.
- e. **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 1<sup>st</sup>.

**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.**

- f. **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 11<sup>th</sup> 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.



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# MARKETING & MEDIA PLAN

AVILA BEACH TOURISM ALLIANCE

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2018-2019

TJA Contract Renewal

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## TJA ADVERTISING

# INTRODUCTION

The marketing effort is a multi-layered approach that will differentiate Avila Beach, build a sustainable brand message, and drive increased responses to VisitAvilaBeach.com. Our marketing approach will aid in increasing overnight stays within Avila Beach, generate buzz and engagements about the destination throughout social media & digital channels, and increase brand awareness, all while building an effective collaboration throughout the local and regional constituency of hospitality operators, area attractions, retailers and tourism partners. The brand marketing, website management and social media efforts will capture the imagination of visitors, stimulate incremental visitation, and add value to the economic and environmental well being of Avila Beach.

TJA Advertising and the Avila Beach Tourism Alliance will execute this strategic marketing plan for a full year, July 1, 2018 – June 30, 2019. TJA has also requested that this contract be a one-year contract with a one-year extension, based on Board approval in June 2019. The following proposal offers a result-oriented marketing communications program that will position Avila Beach as an enriching and relaxing retreat for visitors to *pick their perfect paradise*.

### Goals & Objectives

- Build awareness and loyalty to the new branding: “Pick Your Perfect Paradise”
  - Continue to ensure all events sponsored by the Avila Beach Tourism Alliance carries out the branding and style of our destination
  - Maximize effectiveness of all fulfillment tools (website, social media, digital advertising, print, collateral, public relations)
  - Pursue valuable co-op offered by our marketing partners: CBID, SLO CAL, and Visit California
  - Pursue new media and creative opportunities that have not been explored in the past
  - Enhance the website with the latest tools, with ‘mobile first’ in mind
  - Create compelling creative for all marketing tactics and expand the use of our newest high quality professional video
  - Position the destination as a distinctive coastal and valley retreat
  - Increase awareness and usage of all local attractions and activities
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- Build and manage an effective targeted out of market advertising process that can be measured and tracked for success
  - Explore research opportunities to better define the current customer base
  - Generate incremental overnight stays, particularly during the off-season and mid-week
  - Maximize effectiveness and collaboration of strategic marketing partners: CBID, SLO CAL, and Visit California, and CCTC.

### Target Markets

For capturing incremental overnight stays, the primary geographic target markets of people who can be directly engaged to stay in Avila Beach are primarily within a 3 to 5-hour drive-time radius, including Central Valley, Northern California and Southern California.

TJA will prioritize marketing resources to engaging the audiences most inclined to visit:

- Travelers originating within core drive markets – Central Valley, Los Angeles, Orange County, Santa Barbara, Ventura, Monterey, Carmel, and Bay Area.
- International travelers & groups originating from Northern and Southern California.
- Empty nesters - traveling mid-week and in the shoulder season.
- Young working couples and singles - traveling in the shoulder season.
- Families searching for value – traveling mid week in the summer and shoulder season.
- Upscale wine, food and event attendees - visiting the county for multiple nights.
- Interest Based Targeting: Leisure traveler groups profiled for specific interests – fraternal, active, coastal activities, eco-tours, cultural, educational, environmental travel experiences, including interpretive programs and stewardship activities
- Associations, meeting and event planners serving small and mid-size groups.

### Marketing Approach

Destination branding will creatively showcase the unique assets to all audiences. To do so, the following programs and activities will be implemented:

Enhance the visibility and functionality of VisitAvilaBeach.com to connect more visitors to the Avila Beach message, assets, nearby attractions and lodging promotions. Optimization for searching lodging deals, wine tours, beaches, agri-tourism, weddings, outdoor adventures, cycling, family fun, activities and

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more. Integrate the social media effort with frequent, enriching custom content, user generated content and offerings that will shape the decision making of visitors.

Leverage our relationships with SLO CAL, the CBID, and other local organizations to increase the reach, impact and results of integrated tourism marketing outreach.

Use a third-party endorsement of public relations to actively market the region's beauty and pastoral settings, plus the abundance of events and outdoor activities in Avila Beach and Avila Valley.

Continue to promote and enhance the new branding message of "Pick Your Perfect Paradise" across all marketing platforms, advertising, social media, PR, and collateral materials.

Market local events as one component to attract regional and national travelers. Utilize event opportunities with contests and promotions that showcase the assets and increase mid-week and off-season demand.

### **Visit Avila Beach New Website Re-Vamp**

#### **Interactive Strategy & Toolkit**

The first priority is to maintain a high-quality visitor website to be used as the central fulfillment tool for all marketing, social media and PR efforts for the hospitality constituency. We have established

VisitAvilaBeach.com as the official destination site to fully support the constituent lodging needs.

TJA is recommending for the new contract to revamp the current website and design for mobile first then building into desktop viewing and integration.

#### **New Design features (What's New)**

- New photography integration
- New video integration
- Social media emphasis
- SEO updating
- New (Pick Your Perfect Paradise) brand integration
- More video, images, updated copy and navigation tools

#### **Additional Website goals and strategies**

- Work with hospitality constituency to share content and linkages.
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- Add lodging listings as separate pages for SEO purposes.
  - Add lodging out-bound link tracking for referral reports.
  - Implement Google AdWords monitoring spending and producing click reports.
  - Develop useful, complete and compelling content to engage visitors.
  - Track outbound lodging links to determine return on investment (ROI).
  - Recognize mobile users and address their interactive needs.
  - Completely manage and maintain the website on a daily basis. All tourism related events will be updated and posted; all activities, lodging properties, wine tours and tastings, culinary and other information will be kept current and complete at all times.
  - Linkage arrangements and shared footers will be set up with key area attractions and will help mutual search rankings and visibility.

### **Public Relations**

Avila Beach offers tremendous appeal for the media covering family travel, wine travel, weddings, seasonal lifestyle, social, military, religious, fraternal group travel, agritourism, sports, pet-friendly, coastal and outdoor adventures. By securing feature coverage from regional, short lead print and online publications, broadcast media and influential travel blogs, Avila Beach will generate cost effective awareness while building the image of our brand through the credibility of third-party endorsements.

Manage all contacts with journalists and editors and their reporting structure

- Respond to all media inquires, target lists
- Create journalist itineraries and manage hosting accommodations
- Record and track media coverage in a comprehensive database

### **E-mail Marketing**

In a world with billions of active email addresses, it's no secret that many consumers prefer digital communication. Sometimes we check our inboxes on a smartphone or tablet, and other times we use a desktop or laptop. But no matter which way you like to read, it's all about the content. Simply put, email marketing offers one of the greatest opportunities to individualize the reader experience and maximize the opportunity for conversion.

### **Content Creation**

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There are several things to keep in mind when creating email marketing content. We have found it most effective to communicate through *short, snappy, & memorable* content. We'll produce clean and concise copy that will draw readers in and give them just what they need to take the next step and follow the links.

### Schedule & Frequency

Based on Avila Beach's needs, we will send out e-newsletters quarterly. We will schedule everything to be sent at previously agreed upon times so you're never caught off-guard when something is dispatched.

### Social Media

Thanks to an expanding online travel space, and mobile marketing, travelers have more options for researching, planning and booking travel than ever before. They're consuming vast quantities of photography and video as they shop for travel on multiple devices. Travelers have been proven to trust opinions of people they know more than advertising – making influencers and social media more important than ever in the marketing mix. These trends require Avila Beach to engage visitors in ways they value.

The social media efforts will use frequent, branded content throughout the most effective channels to:

- Enhance relationships and build enthusiasm for the unique attributes of the area
  - Garner valuable feedback about the interests of guests
  - Reinforce PR and marketing campaigns
  - Promote events & support lodging promotions
  - Increase natural SEO for VisitAvilaBeach.com
  - Identify keywords in SEO campaign for social media optimization in press use, blog tagging, and news announcement optimization.
  - Invite visitors to post their videos and photos sharing their experiences. Search social media channels for positive contributions that can be shared across our partners
  - Ongoing video promotion: showcase series of visitors featuring activities and events to promote lodging, dining, shopping, galleries, and businesses
  - Semi-annual social media contests to encourage fan interaction and generate buzz
  - Blog to include local business features including an interview and a social media live stream when the blog goes live. Themes:
    - July-October: Wine/Harvest
    - November-February: Lodging
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- March-June: Culinary

## AGENCY RETAINER & ACCOUNT SERVICE

TJA will fully administer all aspects of tourism marketing and public relations tactics for Avila Beach

- Manage and maintain the VisitAvilaBeach.com website. Updates include, but aren't limited to: events, activities, lodging properties & promotions, dining, and stewardship travel.
- Prepare monthly reporting.
- Administrate all social media activities and post daily content updates
- Attend monthly ABTA marketing meetings and all sub committee meetings. TJA will attend all appropriate County meetings and be present to offer promotional support if needed for events taking place in Avila Beach.
- Work directly with the lodging properties in Avila Beach to develop overnight packages for the shoulder season to bring in more overnight stays to the area. Work with our local wine industry and attend meetings to continue the branding efforts and the staging of events in Avila Beach as it relates to the wine and food industry.
- Assist travel writers and influencers who are coming to Avila Beach. We will help coordinate their stay and make sure they have all the information needed to produce a positive story. We will also vet and qualify the media to ensure they have a worthy audience for our brand.
- TJA will be active in promoting and performing media outreach for the promotion of events such as the seasonal Avila Beach Farmers Market, Catch of the Central Coast, Harvest on the Coast, concerts, golfing events, and more.
- TJA will work with the Administrator with tourism fulfillments for the ABTA, help answer email questions and inquiries coming from VisitAvilaBeach.com.
- TJA will fully administer all aspects of work for the ABTA.

**\$1,800 Per Month**

**\$21,600**

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## CO-OP PLACEMENTS

To stretch Avila Beach's advertising media budget, placements will focus on key tourism organization's guides and websites. In addition, targeted media co-op opportunities with SLO CAL, CBID and other partners will offer increased exposure at reduced costs. And, to react quickly to the most opportunistic media price offerings, an advertising contingency fund should be established for the Agency.

**TOTAL**

**\$5,000**

## PRINT OPPORTUNITIES WITH ADVERTORIAL

Regional Print Ads in:

- Bakersfield Life
- Wine Country This Month
- 805 Living
- Beach Towns

**TOTAL:**

**\$4,000**

## E-MAIL MARKETING

E-newsletters will be sent quarterly, based on board approval. Currently, we host almost 30,000 subscribers who show an interest in Avila Beach. We will continue to engage these subscribers with relevant content and e-mail marketing strategies.

E-Newsletter Management @ \$200 Quarterly; Total: \$800

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MailChimp Fee @ \$215-240 per month; billed based on list size; Total not to exceed: \$2,880

**TOTAL:**

**\$3,680**

## DIGITAL ADVERTISING

We recommend advertising on targeted travel websites using geographical and interest based behavioral targeting through the following platforms: AdRoll, YouTube's Google Adwords, Instagram, and Facebook. To maximize effectiveness of online advertising, we will create compelling online offers and calls to action. The tactics below are a menu of possibilities to explore if the board wishes to pursue any or all of them.

### New Retargeting Campaign Website and Email (AdRoll)

Tracking codes on our website and social media channels allow us to create a list of people who visit our sites and engage with our content. The list allows AdRoll (*or other retargeting vendors*) to display retargeting ads to our potential guests as they visit other sites. Since AdRoll works with the largest ad exchanges, they can retarget our visitors just about anywhere they might go online. We have garnered so many fans, e-mail subscribers and website visitors, we want to focus on **re-engaging** those valuable people – We will still run ads to gain **new** interest, however, it's important to re-engage the people who have already shown interest in Avila Beach, and that's exactly what this campaign will be about.

**TOTAL:**

**\$17,000**

## Social Media, Live Video Streaming & Travel Blog

### Travel Blog

The Avila Beach Travel Blog has aided in SEO for Avila Beach and various Avila Beach topics. Most importantly, the travel log has been another avenue for creating Avila Beach lodging referrals. Hotels and vacation rentals are listed on a landing page within the travel log or a link is provided over to the lodging page on VisitAvilaBeach.com.

Monthly SEO and web coordination for blog placement 2 hours @\$95	\$2,280
Monthly blog writing 3 hours @\$95	\$3,420
<b>TOTAL</b>	<b>\$5,700</b>

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## YouTube

- Type of Advertisement: Promoted Video Ads. YouTube promoted video ads can show up on search, browse, watch, or homepages and are served via Google AdWords. All Promoted Video campaigns are based through a cost-per-click (CPC) model.
- A defined set of keywords will be used to place our videos on relevant content across search, browse, and watch pages based on specific and defined keywords.
- Videos will include a “call-to-action overlay” on the campaign

**\$1000 per month (9 months/shoulder season) Total:**

**\$9,000**

## Facebook and Instagram

- We'll continue to work on increasing followers and engagements by using a combination of paid advertising while building valuable relationships with out-of-area travelers. We will establish and/or reinforce Avila Beach as a desired travel destination.
- Examples of types of ads:
  - Avila Beach area events –promoted posts for our main events that we sponsor
  - Promoted posts about the destination and our marketing campaigns to generate buzz and build page engagement
  - Lodging links/URLs to promote overnight stays
  - In-Stream Video Ads (Facebook)
  - Lead generations to garner valuable e-newsletter subscribers
  - Instagram Story Ads
  - Carousel & Canvas ads to really tell a story and enhance the visitor's mobile experience

**Facebook: \$2000 per month (shoulder season) Total:**

**\$18,000**

**Instagram: \$2000 per month (shoulder season) Total:**

**\$18,000**

**Social Media, Live Video Streaming & Blog:**

**\$50,700**

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## INFLUENCER MARKETING

Influencer marketing focused on *influential people* rather than the target market as a whole. It identifies the individuals that have influence over potential buyers/travelers, and orients marketing activities around these influencers. Influencer marketing is going to continue to be a driving force for destinations looking to grow their audience and improve travel through social media in 2018-19.

TJA will work to secure Micro-Influencers. Though micro-influencers have far fewer subscribers than their million-plus peers, engaging them in the promotion of travel destinations can be more profitable. Trust and close relationship with the audience is critical for purchasing decisions. Once an account is over a certain size, fewer people bother to engage questioning the value of a multimillion army of fans. The ratio of likes and comments to followers peaks at a certain point. Users just aren't as inclined to interact with a 'celebrity influencer' as with someone they can relate to more closely.

There is a possibility to co-op and share these costs with Pismo Beach if the Influencer could cover both areas. This would be explored in the future if the board decides on this co-op possibility.

### Benefits:

- Micro-Influencers are cheaper (About \$6,000 per trip includes TJA coordination)
- User Generated Content
- Third Party Endorsements
- Real life perspective from an influencer comes off as a 'friend to friend' instead of 'brand to consumer'

**TOTAL:**

**\$6,000**

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# BUDGET

## Summary on contract costs with TJA

Description	Cost
Agency Monthly Marketing Retainer	\$ 21,600
Co-Op	\$ 5,000
Print Advertising	\$ 4,000
E-Mail Marketing	\$ 3,680
Digital Advertising: Re-marketing Campaign	\$ 17,000
Social Media, Live Video Streaming, & Travel Blog	\$ 50,700
Influencer Marketing	\$ 6,000
Website Re-vamp	\$ 15,000
Artwork & Design	\$ 4,000
Contingency Budget	\$ 15,000
<b>Total</b>	<b>\$ 141,980</b>

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*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

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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.

- 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 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.**

- c. **Discuss Adding ADA Verbiage on Agendas:** Due to time constraints, this item will be placed on the next agenda.
- d. **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.
- e. **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 1<sup>st</sup>.

**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.**

- f. **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 11<sup>th</sup> 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.

**MANAGING ASSISTANT  
FOR THE  
CAMBRIA TOURISM BOARD (CTB)  
Scope of Work 2018-2020**

The overall role of the CTB Managing Assistant (MA) is to organize and to administer the strategies of the CTB Chair/s and CTB Members.

Primarily the CTB Managing Assistant (MA) is to manage the efforts of the CTB and provide all of the necessary administrative support to the CTB and its members in all capacities for services including and not limited to:

**SCOPE OF WORK:**

- Cambria Tourism Board Meetings:
  - Reserve, confirm and communicate the time and location of CTB meetings
  - Prepare and post meeting agenda in accordance with the Brown Act requirements
  - Attend all Cambria Tourism Board meetings
  - Insure that the meeting room is properly set to conduct CTB meetings
  - Provide copies of the agenda and agenda items for CTB members
  - Record and provide detailed meeting minutes for review and approval of CTB Chair/s
  - Set up agenda, as directed by the CTB Chair/s
  - Take action on items as directed by CTB Chair/s
  - Develop and distribute minutes of all Cambria Tourism Board meetings
  
- Committee Meetings:
  - Confirm and communicate the time and location of Committee meetings. Send notices to all Committee members
  - Encourage attendance/participation of constituents, non-profits, businesses
  - Attend all Committee meetings
  - Record and provide meeting minutes for review and approval of Committee Chair/s
  - Take action on items as directed by the Committee Chair/s.
  
- Grant Requests:
  - Distribute grant request forms as needed
  - Assist applicants as needed in understanding and filling out grant requests
  - Accept grant requests from interested parties
  - Review and update CTB Chair/s of any grant interest
  - Review incoming forms for presentation to the Cambria Tourism Board
  - Keep record of the progress of grant requests
  - Update applicant of application progress
  - Update a report each month on the grant requests.
  
- Communication & Processing
  - Communicate with CTB Chair/s all activities to assist and provide feedback to ensure CTB actions are consistent with strategic goals and direction;
  - Work in conjunction with the CBID CAO to ensure that CTB items are not redundant of the CBID activities and efforts
  - Maintain integrity & honesty both personally and for the CTB in all dealings
  - Apply business principals and acumen to all decisions in order to achieve strong, lucrative & measureable results

- Communicate effectively with and between Cambria Tourism Board, CTB members, community leaders, and related tourism marketing entities to maintain strong internal and external relationships
  - Formulate and implement decisions on behalf of the CTB Board and Committees to ensure weekly progress
  - Assist the Board in the selection, retention and management of the professional services vendors who compromise our cohesive, energetic and talented team
  - Development and management of timeline and deliverables
- As directed, assist with the creation and execution of the Marketing Plan and CTB Budget.
  - As directed, represent the Cambria Tourism Board and its members by attending events, related professional associations and marketing functions.
  - Collaborate with local events to maximize the opportunity for our constituents and identify sponsorship opportunities where appropriate.
  - Develop and implement a constituent communication tool so that all members are informed of the CTB's progress and activities on their behalf.
  - Create and maintain an accurate member inventory to include individual property contact information, property type and unit count.
  - Additional Requested Responsibilities:
    - Maintain the Excel budget – track financial growth/spending
    - Create additional reports / worksheets to inform board on: budget, grants, marketing and TOT
    - Maintain monthly financial/budget reconciliation with CBID
    - Maintain monthly budget reconciliation with Marketing Agency
    - Keep an ongoing record of TOT and stats to track growth brought about by CTB efforts and communicate it to the board and constituents
    - Personal visits to constituents to develop better communication via better contact information
    - Maintain relationship with constituents and keep them involved with potential projects, meetings and programs offered by the CTB – survey them on effectiveness of CTB
    - Maintain relationship with local businesses, get them invested in events and train them to think about possible events for building lodging business
    - Maintain the policies approved by the Board
    - Review and create Bylaw changes/updates to submit to CBID, as advised by Chair
    - Attend CBID meetings at least quarterly and report back to Board Chairs
    - Act as the intermediary between CTB core Marketing Firm and the public/board
    - Review website for corrections and omissions and update core marketing firm
    - Review and track Facebook and other social media pages
    - Work with San Simeon and other regional local funds to develop partnership opportunities
    - Write matching grants when appropriate and present to CBID for approval
    - Work with the Chamber of Commerce to improve business relations and community outreach
    - Continue to develop relationships with local nonprofits, train them in how to apply for grants.
    - Attend meetings when items of interest are expected to be presented and report back to Board
    - Stewardship Traveler program development: activities, participation, training and promotion
    - Work with Katie Sturtevant to promote newsworthy Stewardship stories

**TERM and COMPENSATION:**

The term of the contract is (24) twenty four months with a renewal of (2) two years with the approval of the Cambria Tourism Board. **Effective date: July 1, 2018 – June 30, 2020**

The Cambria Tourism Board **agrees to compensate at the rate of \$42,000 per year, payable on a monthly basis at the rate of \$3,500 per month.**

Mileage allowance of: **Current County reimbursement rate.**

Office Supply allowance of: **Will be reimbursed, upon receipt review and approval, for standard office supplies, including printer ink and paper.**

Cell phone allowance of: **\$30 per month.**

Other incidental expenses **related to CTB business operations will be reimbursed upon receipt review and approval.**

**THE MANAGING ASSISTANT:**

- As with any contracted position, there will be no reimbursement for rent, utilities, or required insurance.
- Acknowledges that He/She has the office tools and/or equipment to meet the requirement of the Scope of Work of the CTB Managing Assistant.
- Agrees to present a monthly summation and annual report of the results of work performed.

Either party can terminate this contract with a 45-day notice.

  
Jill Jackson \_\_\_\_\_ 5-22-18  
Date

  
Jim Bahringer, CTB Chair \_\_\_\_\_ 5/22/18  
Date

# Jill Jackson

Managing Assistant  
Cambria Tourism Board

## 2016-2018 Report

Objective: To fulfill the requirements set down in the Scope of Work for July 1, 2016 through June 30, 2018. The Scope of Work that was approved by the Cambria Tourism Board is attached to this document.

Items listed on the Scope were achieved, are ongoing, and remain in process. The portions of the original Scope of Work developed by the Tourism Board were fulfilled as set down and reported at the end of each month. They are: Cambria Tourism Board Meetings, Committee Meetings, Grant Requests, Communication and Processing and other standards of performance. In addition to the original scope, the following was accomplished:

- A QuickBooks company file was created, all historical data was entered, in order to give Board Members meaningful numbers for comparison. It is updated monthly, in addition to the Excel budget. Reports with prior year numbers, and a detailed graph are provided to the board in the monthly packet.
- An Excel budget was designed annually, to track approved expenses and balances remaining in all accounts for each committee, administrative and contingency funds. This budget is maintained monthly and reconciled to both the CBID and the Marketing Agency financials. The report is provided to the board in the monthly board packet.
- Relationships were further developed with constituents over the phone, via email, and with personal visits. I visited several times, with tote bags, survey, maps; and accompanied Archer and Hound on Travel App outreach visits. I keep them posted regarding events, opportunities, board position openings and to extend invitations to Stewardship meetings.
- Created Constituents Survey form and an update letter to distribute during visits.
- Created ads for Travel App to be placed in annual Cambria Magazine.
- Stewardship meetings were held with Di Strachan and Linda Finley. A public meeting primarily for our constituents was planned and held.
- Created slide show and various documents, photos, promo items for Stewardship Traveler; including a pen included in the Cambria Tote Bag.
- Created a new Stewardship Traveler Tote Bag; had it printed and continue to distribute to constituents.
- Stuffed all of the Stewardship Totes with visitor information and the clean-up kit.
- Updated and revised the Cambria Discovery Loop Map and printed. Packaged and distributed to constituents, for a savings of \$3,900 to the Board.
- Currently working with Beautify Cambria Association to add four Stewardship Traveler Activities.
- Currently working with Beautify Cambria Association to have Cambria certified as a Dark Sky Location.
- Worked with Beautify Cambria Association on Cigarette Tube project, and Main Street maintenance.
- Various projects with Board Chair, reviewing by-laws and policies and procedures; meetings.
- CBID meetings were attended In September and April. I plan to attend more often. Along with other LFA meetings in Cayucos and San Simeon.
- Attended Rotary meetings and Dark Skies events.

- As the intermediary between Archer & Hound, the public, and the Board I have acted as a liaison. Any questions or concerns regarding marketing have been directed to me and I have communicated with the marketing firm, the committee members, and the Marketing Chair.
- Website updates regarding properties, events, and organizations are reviewed and forwarded daily. I review social media pages on an ongoing basis. When there are concerns or needed edits, I notify our marketing agency or CBID for correction.
- Created new filing system to access files more efficiently and save time.
- Prepared and held Long-Term Planning Retreat for Board; working on second meeting.
- Working with Event Committee Chair to partner on future events with San Simeon Tourism Alliance and Cayucos Board.
- Working on creating and expanding local events and activities.
- Visitor Guide mailings, tracking emails and supplying to Archer & Hound monthly.
- Reviewing, correcting and formatting event emails for Archer & Hound monthly.
- Matching Fund Applications submitted for Cambria Film Festival and Olallieberry Festival (3).
- Working with Chamber on events, website updates and developing a good working relationship.
- Working currently with Eroica to bring event to Cambria; and to prepare LFA Funding Application.

Respectfully Submitted,

Jill Jackson  
Managing Assistant



# CBID Local Fund Board Administrator Performance Appraisal

Administrator: Jill Jackson                      Community: Cambria

Ratings - Please rate the CAO on the factors listed below, using the following codes:

1 = **Unsatisfactory** – Does not meet the key requirements of the job. Excessive direction and follow-up are needed. Immediate improvement required.

2 = **Needs Improvement** – Met the key requirements, but did not meet job requirements in all areas. Performance is inconsistent and at times fails to meet the standards of the job.

3 = **Meets Requirements** – Met the job requirements in all key areas. Performance consistently meets the standards of the job.

4 = **Exceeds Requirements** – Met key requirements of the job in all areas, and exceeded requirements in many areas. Performance is characterized by consistently high achievement.

5 = **Notably Exceeds Requirements** – Greatly exceeded the requirements in all areas. Performance consistently characterized by exceptional accomplishment.

Scores					Avg	
5	5	4	5	3	4.4	Adaptability – Adjusts to changing situations, deals well with difficult situations
5	5	5	5	4	4.8	Attitude – Shows enthusiasm towards the work
5	4	4	5	3	4.2	Communication – Speaks and writes in a clear and concise manner; keeps all informed
5	4	4	5	3	4.2	Organization & Planning – Effectively assembles and arranges resources and priorities
5	4	4	5	2	4.0	Conduct – Follows rules and policies, and is a good example for others to follow
5	4	4	5	3	4.2	Initiative/Judgment – Identifies and appropriately solves or refers problems; exercises good judgment; provides creative solutions
4	5	4	5	3	4.2	Interpersonal Skills – Works effectively with others in a harmonious manner
4	4	4	5	3	4.0	Job Knowledge – Understands and performs all elements of the job
5	5	4	5	3	4.4	Quality of Work – Accuracy and reliability of results
4	5	4	5	3	4.2	Responsiveness – Provides reliable and immediate information; is readily accessible
5	4	4	4	3	4.0	Leadership – achieves results through their work with others
52	49	45	54	33	<b>46.6</b>	<b>=Total Points</b>

## Local Administrator Performance Appraisal (continued)

### Major Strengths:

Describe the administrator's major strengths and abilities.

Very responsive to ALL tasks. Exceeds the requirements of the position.  
Volunteers for events and assists at all levels of a project.  
Innovative thinking (thinks outside the box).  
She is discrete in handling confidential material.  
Jill is always approachable and has an easy-going style with a very positive attitude. She communicates effectively and in a timely manner. It is very evident she enjoys her job and handles the pressure of it very well. I enjoy working with her and she is a vital component of the CTB.  
Jill is always willing to take on more responsibilities to assist board members  
Cheerful, responsive, and organized.  
Very personable and willing to help. Greatly appreciate what she taught me over the last year.

### Areas Requiring Improvement:

Describe the specific areas in which you feel the administrator needs to improve.

Increase the time spent reviewing the activities of other BID's and the CBID board.  
I would like Jill to feel that she has the ability to reject or require applicants that submit requests for funds that are incomplete or do not meet basic requirements while keeping an open line of communication with board members.  
Consistency regarding changing meeting dates and time – follow Brown rules for posting public meetings.

### Other Comments:

Excellent administrator.  
Overall Jill has done a great job performing her required duties and I really appreciate her willingness to help.  
I do not have a lot of interaction with Jill other than in meetings so overall it is hard to evaluate her performance. I will strive to have more interaction with her over the next year.



**CAMBRIA TOURISM BOARD (CTB)**  
(Cambria Local Fund Advisory Board)  
**Board Meeting Minutes**  
May 22, 2018

**1. Call to Order**

The meeting was called to order by Board Chair Jim Bahringer at 1:04 p.m.

**Members Present**

Jim Bahringer  
George Marschall  
Greg Pacheco  
Linda Ennen  
Karen Cartwright

**CBID**

CAO Cheryl Cuming

**Guests**

Jessica Blanchfield, Archer & Hound  
Carissa Schwabenland, Archer & Hound  
Aileen Pasion, Archer & Hound  
Mary Ann Carson, Chamber  
Jill Jackson, CTB MA

**2. Consent Agenda Items**

Regular Board meeting minutes – April 10, 2018

**The board approved the meeting minutes of April 10, 2018 as presented. There were no objections and motion carried unanimously.**

**3. Discussion & Action Items**

**3.1 CTB Budget – Fiscal Year Ending June 30, 2019**

Jim stated that the Governance Committee met, reviewed, and finalized a draft budget for the fiscal year ending June 30, 2019. He asked if there had been any further discussion about it. He stated that it was in the packet. Jill asked if anybody needed a copy. Jim said that it is important that everyone reviews it and asks any questions they have. Greg Pacheco asked Jessica what is under partnership in the marketing budget. She said co-ops with CCTC or Visit SLO would come out of that it's kind of a catch-all for those types of things. CAO Cuming made sure everyone was aware that 4.8% of the budget was going into a capital reserve account, \$21,500 total. The contingency fund was increased. Greg asked what District Fees are and CAO Cuming explained they are 1% of the overall collection and pay for Nikki Schmidt's time. She continued that the overall expenses for her position are attributed to each of the local fund areas based on each's contribution. So, Cambria contributes 40 to 45% and pays 40 to 45% of expenses.

**Greg Pacheco motioned, and Karen Cartwright seconded to approve the budget as presented. Motion carried unanimously.**

**3.2 Mid-State Fair Inaugural Showcase of Cities**

CAO Cuming shared that the California Mid-State Fair invited all cities, towns and unincorporated areas of San Luis Obispo County to participate by creating an animated display that showcases their town. She explained that it was already sold out, so did not need to be discussed. She shared that Atascadero approved \$7,500 to build one. 400,000 people attend the fair, but statistics show that 80% are people under the age of 12.

**No action was taken. Opportunity is sold out and not available.**

### **3.3 CTB Logo Usage**

Mary Ann Carson explained that the Cambria Chamber of Commerce received a request to use the CTB logo on t-shirts. It is not trademarked, the CTB originally wanted it used for consistency throughout the whole town, and also asked it to be put on one side of the Gateway sign. Jim said we should have an opportunity to officially approve or certify use of it. Greg said the more exposure the better. Jessica suggested restricting use to be in accordance with the CTB logo official brand book. She continued, we get a benefit by having a uniform logo and in the event it was put on an object to which we didn't approve, there would be some control. Jim said he agreed. He asked Jill and Mary Ann to coordinate on it.

**The Board agreed that the logo may be used with certification from the Board. The applicant must sign acknowledgement that specifies intended use, and receipt of official logo standards that must be followed. Board agreed unanimously.**

### **3.4 Managing Assistant Contract Renewal**

Jim said that the Managing Assistant's, Jill's, contract is up for renewal effective June 30, 2018. and the board should discuss renewing for an additional two-year term. Jim asked about a performance review. CAO Cuming stated that the board could choose to do that. It is not required unless there is a pay raise. Jill confirmed that she felt the current budget did not warrant a fee increase. CAO Cuming stated that the scope is the same and pay is the same, it's pretty straightforward. She said she will send the appraisal form or coordinate with Jill to get it out to all the board members. She will consolidate the reviews into one. Jim said he thinks Jill has been an excellent resource, and we can decide on the contract renewal now, but as part of the process we should have a review sheet available to each board member. Jill stated that she is very open to feedback and wants to do what the Board needs. He asked that members fill out the forms and there be an agenda item at the next meeting to review the results.

**Jim Bahringer motioned, and Linda Ennen seconded to renew Jill Jackson's contract for an additional two-year term with no changes; and the provision that all board members will provide performance feedback on forms to be provided. Motion carried unanimously.**

### **3.5 ADA Notice on Agenda**

CAO Cuming stated that it is not a requirement, but that LFAs may choose to add it to agendas. Greg suggested that it could possibly open up many other issues and board members agreed. She also shared that they do cover it on the county level, in their Lobby and there's a brochure. County Counsel will cover any issues.

**The Board tabled the issue and may add to a future agenda.**

## **4. Information Items/Presentations**

### **4.1 Marketing Committee Report**

Jessica Blanchfield reported that with the budgeting a little bit lower than last year, there are some challenges. Our marketing strategy, our buyer personas, which again is just a reminder of what we have been doing, will stay the same. What are the reasons why people come to Cambria? We figured out who the people that were coming to Cambria are. We put them into a few different buckets, so those buckets are still relevant and that is still part of the marketing strategy but this year what we did as a further step was we really wanted to go in and do a digital audit so that we could really hone in on the types of ads and contents of ads, and all of their variables within ads that were most efficient within the digital world. Social media and digital media ads are essentially performing the best. We had an influencer call, Justice Films, who not only has a great social following

but also has beautiful video skills. He has a drone and he came to town and gathered tons of assets. He not only posted them on his social profiles but handed those assets over to us and we have beautiful drone footage that we can use. The new website search engine optimization is really coming into effect and we are really starting to see that take hold which is exciting. One of the things, even just last month, that we saw was an uptick in people signing up for email and wanting more information. We flag anything that's new and use the keywords. If anybody were to go in and say lodging and dog or if any of those like words are paired together visit Cambria would show up or one of our blogs would show up. That's one of the reasons why we utilize blogs because it's constantly giving us new content and that new content is giving us yet another opportunity to input keywords for search engine optimization. It is a set-it-and-forget-it sort of mentality with our website, it's constantly being upgraded and renewed and growing and so are the keywords. We're seeing a lot of new people come to the website but from that point we want to make sure that we're bringing them into another way of communication so signups for the newsletter are extremely important, because now we have the ability to communicate to them on an ongoing method as well as remarketing. So again, remarketing is it when they go to the website we know they're interested; we have the ability then to serve them new ads based on the fact that they came to our website. That method is a way for us to communicate to all those new people that we're getting to the website every single month. We wanted to make sure we have a strategic digital and social marketing campaign; so again doing that audit really helped us understand what ads are running the most efficiently so those are the ads that we're going to run more of this next year and if you want to go through our spreadsheet, we really honed in. We will use a layered approach, there's not just one kind of ad that's going to make all people like and interact with us. Promoted posts help us with engagement because there's new algorithms, and unless you do most people aren't going to see your content. Then there's other various types of ads that encourage different sorts of actions through the website. The asset gathering trips are utilizing our time and energy to really capture all of those assets that we need in addition to making sure that our influencers like Justice Films, are able to help us gather these assets that we really need this year with the Highway 1 closure. The closure is one part of the story and the reopening is another part. The challenge is when we need to make sure that people know about that reopening. So, we're really trying to make sure we are all aligned. Those conversations are already happening, and exciting things are coming out of these conversations, there's cool possible events that we're kind of working through. Really high-level ideas right now and possible opportunities of doing a ride up to the Hearst castle by motorcycle or by bike. Those are things that we are working on. I think it will be a good solution for audience retention and then we talked about that a little bit right we can get people to the site but then how do we make sure that they're being retained and that were continuing to tell them the story about Cambria and in that we have our continued digital remarketing and newsletter. North Coast Partners in creating some publicity opportunities so those plans are underway, for when we get the two-week announcement. Our buyer personas to recap, for a Cambria-centric person 45 to 74 years of age; they stay two to three nights, they travel with both their spouse or significant other, their reasons for traveling are change of scenery, their main attractions when vacationing is food, relaxation, beach, wine, shopping, peace and quiet, local quirks and one of a kind of attractions. Shoulder season last year we had two separate buckets primary shoulder and secondary shoulder season and what we realized during our audits is they can become one. The difference from the Cambria-centric is these people are staying a little bit longer, they're more interested in better deals, which are available during shoulder season, so it all works well together. Again, same sorts of things food, relaxation, beach. We just surveyed our entire database and will end up probably going from a hundred thousand people down to

probably about 60,000 and engaging with those. The second thing that they're most interested in is farmers markets, which I found really interesting. Jessica confirmed that they have set up the Farmers Market to be included in all our itineraries because it's every Frida and it is different, so it really is included across the board. It's interesting because one of the micro influencers that we've been working on for a while and we're very excited about is called "Modern Hiker" and they're on the cusp between a micro influencer and a professional media house they have a decent enough following to almost fit into the upper echelon but they're reasonable enough for us to be able to afford. The cool part is that we will have them experience various hiking trails and outdoor activities, but they will also be bringing a cyclist who will be coming in so with that we're going to be able to try to leverage their email subscription, their blog, and their social profiles. Central Valley, LA, Bakersfield, Fresno, Sacramento, San Francisco and San Diego we see across the board. When you are training this is a Mecca training ground for people from all over. Their personas need to be brought through the marketing journey and get them from awareness to consideration and end decision. So how do we do that? The most efficient method is itineraries. There's something really nice and compact about it that people love. It's kind of a set-it-and-forget-it sort of way to plan your vacation that looks great. I think I'll do that when I come to Cambria. On the website, but also incorporating it in other content is something that we do on a regular basis. We also talk about the photo that somebody shared on Instagram or a recent visitor that might be sharing their experience, ways to really give a she did it, I want to do it too. The social media is relevant to our product - so somebody may be online, or they may be reading a story about visiting California or a beach, it is a native article that makes sense, it's relevant to what they are already reading which is why they're more prone to click on it. It's in line with what they're specifically interested in. Relevant to the keywords that we identify to target. Shoulder season folks we know are more likely first timers, so you want to make sure that they're hitting all of the attractions. We are working to make sure that we stay new and fresh. This year in the budget you have added value to you, just under \$50,000. We realized this last year that we need to assume the responsibility of doing outreach for the booking engine, the company did not do as much as was needed. So, we're going to assume that this year, that's one of the changes, but again that's not part of your budget, its based on 5 hours a month. We also just got a \$5,000 savings to you in the booking engine negotiations. Those are just some of the things that that were deducted from your budget and of added value.

#### **4.2 CBID Update**

*CBID Financial Report for Cambria*

The report was provided to the board but not discussed at the meeting.

#### **4.3 CBID Presentations**

CAO Cuming reviewed the update report, it is for January-February, not March, I'm sorry that it is mislabeled. As you can see Cambria actually shows that it's up 10% year-over-year. Looking at the county report of vacation rental activity by calendar year for 2015, 16, and 17, it is based on licenses and you can see in 2015 41% of the inventory was not being rented, and that went up to almost 45% in 2016 and in 2017 you're at 45% so 383 total active with 173 not renting. Because of the limitations you all have here on density doesn't allow others within a certain amount of feet to them to be an active rental it really does impact inventory, and we see that mostly here in Cambria and Cayucos. Jim confirmed that it is 200 feet in Cambria. She continued that they are working with the county to try to change some of the issues; and through the relationship with Visit SLO, which is more of an advocacy organization.

#### **4.4 Cambria Chamber of Commerce**

Mary Ann Carson gave the Chamber update. The Chili Cook Off and Car Show didn't have as many people in town and not sure why. Possibly due to the Cambrian newspaper not advertising. Many people think we should change the Olallieberry Festival to a time of year when we have Olallieberries, or change the advertising because its false. There was a volunteer fair because we need volunteers, and it was pretty successful. We are giving up the Christmas Tree Auction event. We're not going to be putting that on anymore. It really wasn't benefiting the Chamber. However, I sent letters to all the organizations involved and we did find that the Rotary Club is interested in putting it on because they are a public service type of organization and they don't really need to benefit monetarily. I cannot get donations from members and wineries like we used to. The Bike Rack and Gateway Sign painting project checks have been received. We are still waiting for a couple of members to send the money in for bike racks. The contract is signed and done. She confirmed that with Pacifica there will be a total of six bike racks. CAO Cuming suggested that they could expand the Olallieberry Festival to be like a local Artisan food product Festival. If you open it up, it can easily be a much bigger event.

#### **4.5 Committee Meeting Minutes**

*Marketing Committee Minutes – March 27, 2018*

*Marketing Committee Minutes – April 10, 2018*

The minutes were provided to the board but not discussed at the meeting.

#### **5. Public Comment**

George Marschall stated that the difficult situation that Cambria has with employment and housing continues. Greg confirmed that they have the same problem in Paso, so transportation from there would not help. Jim said the challenge is getting the county to allow additional housing units permitted and used for long-term rentals, but that is changing.

#### **6. Future Agenda Items/New Business**

Managing Assistant Appraisal Review

#### **7. Adjournment**

There being no further business, the meeting was adjourned at 2:26 p.m.

Respectfully submitted,

Jill Jackson  
Managing Assistant