

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

September 12, 2018 – Sycamore Mineral Springs Resort Boardroom, Avila Beach

Board Members Present:

Charles Crellin, Sycamore Mineral Springs Resort
Summer Rogovoy, Avila Lighthouse Suites

Absent: Chris King, Non-Constituent (excused)

CBID: Cheryl Cuming (CAO)

Others Present:

John Sorgenfrei, TJA Advertising
Rick Turton, TJA Advertising
Kaci Cox, TJA Advertising (via Facetime)
Ken Kelly, Coastal Vacation Rentals
Katie Sturtevant, Stewardship Travel Program Liaison
Stephanie Rowe, ABTA admin

1. **Call to Order:** by Board Chair Charles Crellin at 10:09 am.

2. **Public Comment:** None

3. **Consent Items:** The August 15, 2018 minutes were approved for review and approval. A motion was made by Charles Crellin and seconded by Summer Rogovoy. With no further discussion, the August 15th 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 Code of Civility recently approved by the Board of Supervisors.
 - b. Noted that the CBID has put in place a new privacy policy for their website in response to the European Union General Data Protection Regulation (GDPR).
 - c. The revamped H1DR website will be launched the week of September 17th.
 - d. Email subscribers have been reduced to only those who are engaging to 77,425 from 100,000.
 - e. The CBID brought the Visit CA Dream Drive on August 9th for a 3-day FAM tour that included 52 journalists from around the world with 22 staying in North Coast communities.
 - f. The CBID's new photography contractor, Josh Morris, has started taking photos and videos of each community and will place the assets in the H1DR FLICKR album for constituents to use. She noted that they would rely on the board for photos of events.
 - g. The CBID's new Public Relations contractor, Hilary Townsend will be focusing on PR opportunities in our communities. Charles Crellin asked for plenty of lead time to prepare for their visits.
 - h. Cheryl is working with Visit SLO CAL to promote Highway 1 and our 10 communities along it on their website. Highway 1 is the #1 attraction in SLO County, above Hearst Castle.
 - i. Reviewed the BID Bunch, their respective roles, and her role as Integration Lead.
 - j. TOT for Avila increased 2.3% year-over-year for July 2017-June 2018.
 - k. Confirmed that Avila Beach's assessments were 17.98% of the total collected.

5. **Budget Update:** Stephanie Rowe confirmed that collections in July totaled \$19,088.44. Available funds (including the 2017-2018 carry-forward) total \$131,358.76. Funds after approved applications and anticipated expenses removed and the estimated unused funds from the 2017-2018 TJA contract are added back total (\$81,676.43).

6. **Committee Reports:**

a. Stewardship Travel Program – Chris King:

1. **Update on Revamped Stewardship Travel Cleanup Kit & Tote Bag Program:** Due to Chris King's new work schedule, Katie Sturtevant will take over the training. Stephanie Rowe and Katie will meet to coordinate.

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

Kaci Cox gave an update on social media in the last month. We have 75,000 Facebook fans which is flat, but is in line with other customers due to work being done at Facebook. There were 232 video views, 2,600 post engagements and 108,000 impressions. She showed some of the most popular posts and noted that the top referrals are Facebook.com and VisitAvilaBeach.com. Instagram gained 458 followers for a total of 16,300. There were 15,300 engagements which is good because it is almost 1-to-1 to followers. Travel blog was about California Wine Month. We have 29,988 e-newsletter subscribers; YouTube lifetime video views of 334,616 and monthly views of 309. The top three videos are the Bob Jones Tour, Avila Beach Aerials and Avila Beach Apple Growers. Kaci noted that the ad campaign will start when the NBC Parallax launches on September 24th.

Rick Turton noted that website traffic is flat because we are not running any ads. He showed the new privacy policy on our website. The board discussed the new opt-in e-newsletter process. They agreed to have Rick change the process from clicking on specific boxes to give permission, to a general opt-in agreement.

1. **Review New Website Design:** Rick Turton gave an overview of the revamped website.

He reviewed the lodging page and showed how each property had the capacity to include a video. Cheryl Cuming noted that the board needs to decide whether to accept events from the H1DR API feed or have Rick add them. Rick estimated the revamp would be completed by end of October.

7. Presentations:

- a. **Pet-Nat Wine Event:** Charles Crellin noted that there is not enough time to be involved in this event this year and would like to wait until 2019.

8. Action/Discussion Items:

- a. **Discuss Harvest on the Coast Booths/Review Quote for Promotional Giveaway:** Stephanie Rowe noted that in the interest of time, the board could discuss the logistics for the booths at the next meeting but asked them to review the quote for the promotional giveaway. She reviewed the corkscrew that the board had selected and the cost for a quantity of 300. The board also discussed and decided to imprint the handle with our website URL.

A motion was made by Charles Crellin, and seconded by Summer Rogovoy, to approve a not to exceed amount of \$1,000 for the promotional corkscrew giveaways for Harvest on the Coast. With no further discussion, the funding was approved by unanimous voice vote of the local Advisory Board.

- b. **Discuss Overall Event Strategy:** Charles Crellin noted that there is only one event, Harvest on the Coast, that the board is sponsoring this year. He wanted to discuss how to bring more events to Avila. Cheryl Cuming suggested a stand-up paddle board event. Charles noted that Mike Casola will be presenting a fund application for Wine Waves & Beyond. Cheryl noted that

Charles should abstain from voting because he is a Wine Waves & Beyond board member. John Sorgenfrei suggested brainstorming ideas for events and perhaps asking Stacie Jacobs to put on a small wine event. This item will be placed on a future agenda.

- c. **Acceptance of Board Seat Resignation/Acceptance of Board Seat Application:** Chris King was unable to attend this last meeting due to a work conflict, but Charles Crellin had already thanked him for his service at the last meeting. The board reviewed the board application from Kenderick Kelly from Coastal Vacation Rentals.

A motion was made by Summer Rogovoy, and seconded by Charles Crellin, to accept the resignation from Chris King for his seat on the Avila Beach Tourism Alliance Advisory Board. With no further discussion, the resignation was accepted by unanimous voice vote of the local Advisory Board.

A motion was made by Charles Crellin, and seconded by Summer Rogovoy, to accept the application from Kenderick Kelly, from Coastal Vacation Rentals, for a seat on the Avila Beach Tourism Alliance Advisory Board. With no further discussion, the application was accepted by unanimous voice vote of the local Advisory Board.

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

9. Future Agenda Items/New Business:

- a. Presentation of Wine Waves & Beyond Fund Application (Oct)
- b. Consideration of Wine Waves & Beyond Fund Application (Nov)
- c. Discuss International FAM Tours (Oct)
- d. Discuss Next Constituent Mixer (Oct)
- e. Discuss Harvest on the Coast Booths (Oct)
- f. Brainstorm Ideas for Future Events (Oct)
- g. Presentation from Hilary Townsend, PR Expert from BID Bunch to discuss her new role (Nov)
- h. Presentation from Samantha Pruitt Regarding Overview of Potential Gran Fondo Event in 2019
- i. Presentation of 2018 Harvest on the Coast Recap (after Nov)

10. Closing Comments: None

11. Next ABTA Local Fund Advisory Board Meetings:

Dates: **October 10, 2018**