

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

October 10, 2018 – Sycamore Mineral Springs Resort Boardroom, Avila Beach

Board Members Present:

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

Absent: None

CBID: Cheryl Cuming (CAO)

Others Present:

Ken Kelly, Coastal Vacation Rentals
Rick Turton, TJA Advertising
Kacianne Cox, TJA Advertising (via Facetime)
Katie Sturtevant, Stewardship Travel Program Liaison
Laila Kollmann, CBID Board
Heather Muran, SLO Wine Country Association
Stephanie Rowe, ABTA admin

-
1. **Call to Order:** by Board Chair Charles Crellin at 10:11 am.

 2. **Public Comment:** None

 3. **Consent Items:** The September 12, 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 September 12th minutes were approved by a unanimous voice vote of the local Advisory Board.

 4. **CBID and Financials Update:** Cheryl Cuming gave an update for the past month.
 - a. The updated Highway 1 Discovery Route maps were delivered to each lodging property. They have simplified the map and added more information. 250,000 were printed and are being delivered to all lodging properties, as well as 1,600 Certified Folder locations throughout California, including 12 VisitCA Welcome Centers.
 - b. The revamped H1DR website was launched the week of September 17th. Cheryl encourages everyone to check it out. A new campaign will be launched on November 1st.
 - c. Reviewed the new private Flickr album with 230 photos and videos. A public album will be launched soon with curated photos for constituents to utilize.
 - d. Reviewed the 2017-2018 Beautification and Infrastructure Grant Program listing the 12 projects that were funded from the \$100,000. Cheryl noted that the grant applications are due in March 2019. Charles asked that this item be placed on the next couple of agendas.
 - e. TOT was down by 2.1% year-over-year comparison of August but probably due to timing. Better to compare with quarterly results.
 - f. Confirmed that Avila Beach's assessments were 18.35% of the total collected.

 5. **Budget Update:** Stephanie Rowe confirmed that collections in August totaled \$24,590.48. Available funds (including the 2017-2018 carry-forward) total \$148,299.38. Funds after approved applications and anticipated expenses removed and the estimated unused funds from the 2017-2018 TJA contract are added back total (\$85,730.67).

 6. **Committee Reports:**
 - a. **Stewardship Travel Program:** Katie Sturtevant reported that she will be delivering training for the revamped Stewardship Travel Program during October starting on Monday, October 15

th

a. **TJA Activity Report/Website Analytics Update – John Sorgenfrei, Kacianne Cox, Rick Turton:**

Kacianne Cox gave an update on social media in the last month. We have 75,974 Facebook fans. There were 61,100 video views because the ads started to run in September and 368,400 impressions. She showed some of the most popular posts and noted that the top referrals are Facebook.com, VisitAvilaBeach.com and Google.com. Instagram gained 549 followers for a total of 16,900. Overall, it showed that the ads were working. Travel blog was about the See Canyon Apple Season. We have 29,832 e-newsletter subscribers; YouTube lifetime video views of 338,300 and monthly views of 2,900. The top three videos are the Pick Your Perfect Paradise, Bob Jones Tour and Avila Beach Aerials. Cheryl Cuming asked if we can connect a measurement to our monthly blog to see which ones resonate so we can do again. She noted the blog inventory can be repurposed. Ken Kelly asked what kind of attention and engagement the blogs are receiving and asked if we can do analysis in the next 6 months or so.

Rick Turton noted that website traffic is up for unique visitors to 16,613 from 11,237 because we started running ads in September. Mobile users jumped to 69% from 59%. Visits in 2018 as compared to 2017 increased 122%.

1. **Review New Website:** Rick Turton gave an overview of the revamped website. He showed the new e-newsletter opt-in verbiage. Charles Crellin noted that he would like the verbiage to be stronger. Stephanie Rowe will send the suggested verbiage. Rick noted that we still need to decide how to handle events in the new website. He estimated the revamp would be completed by November 1st.
2. **NBC Parallax Report:** Rick Turton reported that the 15 second pre-roll video had an almost 8% click rate which is very good because the average is 2-3%; video completion rate is at 75% which is also high. Ken noted that he received the ad on his Facebook page and noticed some negative comments from locals. Kaci will discuss with NBC.

7. **Presentations:**

- a. **Update on Evaluation Process, Laila Kollmann:** Laila Kollmann provided follow-up and feedback based on input submitted as part of the evaluation process. She noted that the CBID has been around for 9 years and that some things have changed but one of the core aspects are the local fund areas (LFA). She thanked the volunteers who sit on the local fund boards. With the new BID Bunch, the CBID would like to partner more with the LFAs. The partnership with SLO CAL is new and evolving. Laila noted that Cheryl Cuming is the lead admin who may report to the CBID Board, but whose role is a conduit between CBID and all LFAs. The purpose of the CBID is to represent the lodging constituents. She encouraged everyone to review the Member Information page because it has a lot of good information. The CBID role is evolving more to education and providing more assets for the LFAs to help them build their businesses.

8. **Action/Discussion Items:**

- a. **Discuss Harvest on the Coast Booth Logistics/VIP Booth/Gardens of Avila Participation:** Heather Muran presented an update for the event scheduled for November 2-4. Ticket sales have lagged this year, mostly due to a company who normally buys multiple auction tables for their employees, will not be in attendance. The results from the Q&A when purchasing tickets indicated that 118 people buying tickets are staying in Avila. Heather confirmed that attendees who stay in Avila Beach will receive wristbands at the entrance to access the VIP Booth. Additionally, the VIP Booth will be roped off to steer people to one entrance and will have more and better signage. Charles Crellin, Ken Kelly and Stephanie Rowe will work at the booths. The

Gardens of Avila will provide the food for the VIP Booth. Charles Crellin acknowledged and thanked Heather for her excellent partnership during her years as Executive Director of SLO Wine Country Association as she transitions out of her role.

- b. Discuss Date and Venue for Next Constituent Mixer:** The Board discussed having the mixer on either Monday, March 25 or April 1 at the Avila Lighthouse Suites. Stephanie Rowe will work with Summer Rogovoy to confirm availability of the conference room and potential food from Chef's Table.
- c. Discuss Changing January Meeting Date:** Stephanie Rowe noted that she will be out of town for the January 9th meeting and asked if the Board would be able to change the date. The Board agreed to move the meeting to Wednesday, January 16, 2019.
- d. Review TJA Advertising Projects:** None

9. Future Agenda Items/New Business:

- a. Overview of PR role from Hilary Townsend (Nov)
- b. Discuss International FAM Tours (Nov)
- c. Discuss Beautification and Infrastructure Grant Program (Nov & Dec)
- d. Brainstorm Ideas for Future Events (Nov)
- e. Updates on Constituent Mixer (Nov-April)
- f. Debrief from Harvest on the Coast (Nov)
- g. Overview of Potential Gran Fondo Event in 2019, Samantha Pruitt
- h. Presentation of 2018 Harvest on the Coast Recap (after Nov)

10. Closing Comments: None

11. Next ABTA Local Fund Advisory Board Meetings:

Dates: **November 14, 2018**

Time: **10:00 am - 12:00 pm**

Location: **Sycamore Mineral Springs Resort Boardroom**

12. Adjournment: The meeting was adjourned at 12:05 pm.