

*Draft Until Approved*  
**Avila Beach Tourism Alliance**  
**Board Meeting Minutes**

November 14, 2018 – Sycamore Mineral Springs Resort Garden View Room, Avila Beach

**Board Members Present:**

Charles Crellin, Sycamore Mineral Springs Resort  
Summer Rogovoy, Avila Lighthouse Suites  
Ken Kelly, Coastal Vacation Rentals

**Absent:** None

**Others Present:**

John Sorgenfrei, TJA Advertising  
Rick Turton, TJA Advertising  
Kacianne Cox, TJA Advertising  
Katie Sturtevant, Stewardship Travel Program Liaison  
Hilary Townsend, CBID Public Relations  
Stephanie Rowe, ABTA admin

**CBID:** Cheryl Cuming unable to attend

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1. **Call to Order:** by Board Chair Charles Crellin at 10:04 am.
  
2. **Public Comment:** None
  
3. **Consent Items:** The October 10, 2018 minutes were approved for review and approval. A motion was made by Summer Rogovoy and seconded by Charles Crellin. With no further discussion, the October 10th minutes were approved by a unanimous voice vote of the local Advisory Board.
  
4. **Budget Update:** Stephanie Rowe confirmed that collections in September totaled \$8,754.36. Available funds (including the 2017-2018 carry-forward) total \$148,838.90. Funds after approved applications and anticipated expenses removed and the estimated unused funds from the 2017-2018 TJA contract are added back total (\$78,829.31).
  
5. **Committee Reports:**
  - a. **Stewardship Travel Program:** Katie Sturtevant reported that she delivered revamped Stewardship Program training to participating constituents and the Central Coast Aquarium.
  
  - b. **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 75,924 Facebook fans and there were 54,900 video views. She showed some of the most popular posts. Instagram gained 614 followers for a total of 17,500 and 11,200 engagements. Overall, it showed that the ads are working. Travel blog was about Harvest on the Coast. We have 30,100 e-newsletter subscribers; YouTube lifetime video views of 340,900 and monthly views were 2,600. The top three videos are the Pick Your Perfect Paradise, Bob Jones Tour and Avila Beach Aerials. Kaci reviewed the results from the NBC Parallax campaign during September. There were over 400,000 impressions and 6,800 clicks. She reported that the campaign did significantly well as noted by the website analytics.

Rick Turton noted that website traffic is holding for unique visitors of 14,827 because we are

running ads. Mobile users still at 69%. Visits in 2018 as compared to 2017 increased 56.93%.

1. **Review Revamped Website:** Rick Turton gave an overview of the revamped website. He showed where he added the “specials” links for the vacation rental companies. The Board agreed that Stephanie Rowe will send new events to Rick at the same time she sends them to Cheryl for H1DR and to Kaci for Facebook. Rick noted that the Wordpress website application did not lend itself to displaying items randomly. Therefore, he will go in every week and change the order of the lodging, dining and wine guide pages. The new website will be launched on December 1<sup>st</sup>.

## 6. Presentations:

- a. **Overview of BID Bunch PR Role, Hilary Townsend:** Hilary Townsend introduced herself and gave an overview of her background and her new PR role in the BID Bunch. She was most recently a PR contractor with Visit SLO CAL. She reviewed her top 50 PR targets and the coverage that has come about from her efforts, including PureWow, Westways and Alaska Airlines magazines. Additionally, she represents H1DR at media events and partners with TJA and Visit SLO CAL. John Sorgenfrei clarified the process for visiting media—if the journalist comes from TJA, then it is paid for out of the ABTA budget; if the journalist comes from Hilary, then it is paid for out of the H1DR budget. Hilary noted that she is always looking for partnerships in Avila.

## 7. Action/Discussion Items:

- a. **Debrief of 2018 Harvest on the Coast:** Charles Crellin noted that overall the event on November 3<sup>rd</sup> at the Avila Beach Golf Resort went well except for a few operational challenges. The VIP tent worked well with the bar and wineries rotating in. Ken Kelly noted that it did not feel like a VIP experience. He had the following suggestions: publish a schedule that showed when the different wineries were pouring; table service for the food; perhaps a sparkling wine section; a cooking demonstration that paired appetizers with the wine being poured.
- b. **Update on Constituent Mixer:** Stephanie Rowe reported that the Avila Lighthouse Suites confirmed that Monday, March 25, 2019, 5:30-7:00pm is available for the mixer. She will be working with the Lighthouse Suites for a proposal and for assistance with the catering from Chef's Table. She will have a funding proposal for Board review at the next meeting.
- c. **Confirm January Meeting Date Change:** Stephanie Rowe will be out of town for the January 9<sup>th</sup> meeting. The Board agreed to move the meeting to Wednesday, January 16, 2019.
- d. **Review TJA Advertising Projects:** Kaci Cox presented an overview of the micro influencer Emily Hart who is from Colorado. She noted that Emily has a robust Instagram page with over 21,300 followers and is growing substantially over time with an average engagement of 21%. Kaci is negotiating the trip to include flight from Denver, lodging, activities and food. The Board agreed to move forward with the micro influencer campaign for \$2,000 which will come out of the current TJA budget.

## 8. Future Agenda Items/New Business:

- a. Discuss International FAM Tours (Dec)
- b. Brainstorm Ideas for Future Events (Dec)
- c. Update on Constituent Mixer/Approve Mixer Funding (Dec-April)
- d. Presentation of 2018 Harvest on the Coast Recap (Dec)

9. **Closing Comments:** John Sorgenfrei noted that he participated in a program during a recent visit to Hawaii. The program allowed people to adopt a dog for a day from a local shelter. John thought it might work in Avila Beach and will look into it.

**10. Next ABTA Local Fund Advisory Board Meetings:**

Dates: **December 12, 2018**

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

Location: **Sycamore Mineral Springs Resort Boardroom**

**11. Adjournment:** The meeting was adjourned at 11:55 am.