

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

August 15, 2018 – Sycamore Mineral Springs Resort Boardroom, Avila Beach

Board Members Present:

Charles Crellin, Sycamore Mineral Springs Resort
Chris King, Non-Constituent

Absent: Summer Rogovoy (excused)
Avila Lighthouse Suites

Others Present:

John Sorgenfrei, TJA Advertising
Rick Turton, TJA Advertising
Ken Kelly, Coastal Vacation Rentals
Christine Johnson, Central Coast Aquarium
Maureen Abert, Central Coast Aquarium
David Archer, Pismo Beach Chamber of Commerce
Katie Sturtevant, Stewardship Travel Program Liaison
Stephanie Rowe, ABTA admin

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1. **Call to Order:** by Board Chair Charles Crellin at 10:02 am.

 2. **Public Comment:** Christine Johnson, Executive Director of the Central Coast Aquarium, reminded everyone about their upcoming fundraiser, Catch of the Central Coast on Saturday, September 8. She noted that they were soliciting silent auction donations and passed around the donation form. She also noted that the Central Coast Aquarium is working in partnership with the Morro Bay Aquarium's Expansion Project and are currently soliciting donations.

 3. **Consent Items:** The June 13, 2018 minutes were approved for review and approval. A motion was made by Chris King and seconded by Charles Crellin. With no further discussion, the June 13th minutes were approved by a unanimous voice vote of the local Advisory Board.

 4. **Budget Update:** Stephanie Rowe confirmed that collections in June totaled \$17,313.44. Available funds (including the 2016-2017 carry-forward) total \$131,661.86. Funds after approved applications and anticipated expenses removed and the estimated unused funds from the 2017-2018 TJA contract are added back total \$96,848.73.

 5. **Committee Reports:**
 - a. **Stewardship Travel Program – Chris King:**
 1. **Update on Revamped Stewardship Travel Cleanup Kit & Tote Bag Program:** Stephanie Rowe noted that she had scheduled training with the interested lodging properties. Unfortunately, due to Chris Kings's new schedule, the training had to be cancelled until we could coordinate with Katie Sturtevant to take over the training. Charles Crellin noted that he would like a robust presentation so that his supervisors can train their staff. Chris and Katie will discuss and work with Stephanie to reschedule the training sometime after Labor Day in September or October.

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

John Sorgenfrei gave an update on social media in the last month. He reported that we lost 50

Facebook fans but there is nothing to be concerned about because we still have over 75,000 fans. This may be due to fans dropping out or Facebook cleaning up accounts. John showed some of the most popular posts and noted that the top referrals are Facebook.com and VisitAvilaBeach.com. Instagram gained 389 followers for a total of 15,800. Travel blog was about the Avila Beach Yoga Festival. We have 29,929 e-newsletter subscribers and YouTube lifetime video views of 334,616. John noted that Kaci recently moved to San Diego. She will continue to work full-time remotely for TJA on social media. She will attend meetings periodically and perhaps call in through Skype.

Rick Turton noted that website traffic from social media was only .41% or 21 referrals because we are not running any ads. When we run ads, traffic from social media runs between 40-50% with 3,000-5,000 referrals. Website traffic for vacation rentals increased between June and July.

1. **Review New Website Design:** Rick Turton gave a peek of the revamped website. He showed how the design for Mobile First only displayed the most important information and how it sized correctly on mobile devices. The information would expand and show more when opened on a computer. He also showed the different features that will be on the homepage including lodging and specials. The same pictures and assets will be used. Katie Sturtevant asked if the Stewardship Travel Program logo could be added to the homepage. Rick confirmed that he will add it at the top and to the Activities drop-down menu. He estimated the revamp would be completed in early October.
2. **Review Draft of September E-newsletter:** The board briefly reviewed the draft e-newsletter. Charles and Stephanie will review more closely outside of the meeting.

6. Presentations:

- a. **David Archer, Avila Beach Wine Walk Overview:** David introduced himself as the new Executive Director and CEO of the Pismo Beach Chamber of Commerce. He has been in the role for 4 months. Charles Crellin noted that we look to Pismo Beach as a partner and not a competitor. David gave an overview of his proposal for an Avila Beach Wine Walk in November. Charles noted that Harvest on the Coast weekend is November 2-4 and then Thanksgiving is not far behind. David noted that perhaps December would be better. It could be promoted at Harvest on the Coast. David has reached out to several Avila wineries and they are open to the idea. He noted that attendees at the Pismo Clam Festival Wine Walk were about 50% out of area. He noted that the first Avila Beach Wine Walk would probably be more locals but then expand to out of area in the future. Chris King suggested sponsoring a trolley to transport attendees between lodging properties and wineries. Next steps, the board will decide whether to move forward and ask David to submit a fund application.

7. Action/Discussion Items:

- a. **Consideration of Central Coast Aquarium Beach Clean-up Materials Fund Application:** Christine Johnson presented the fund application for the buckets, pick-up tools and stickers to place on the buckets. Option 1 totaled \$1,689.19 which included 50 buckets, 50 pick-up tools and 1 sticker per pick-up tool; Option 2 totaled \$1,805.45 which included the same items as Option 1 but with 2 stickers (both the Visit Avila Beach logo and the Stewardship logo) per pick-up tool. Christine confirmed that they will send a proof before ordering the stickers.

A motion was made by Charles Crellin, and seconded by Chris King, to approve \$1,805.45 to fund the Central Coast Aquarium's, Option 2, beach clean-up materials. With no further discussion, the funding was approved by unanimous voice vote of the local Advisory Board.

- b. **Acceptance of Board Seat Resignation:** Chris King decided to table his resignation and will submit at the next meeting.

- a. **Discuss Harvest on the Coast Booths/Discuss Funding for Contest and Giveaways:** Discussion about the booth logistics was tabled until the next meeting.

Stephanie Rowe reminded the board that every year at the Harvest booth, we collect emails by holding a contest for a \$500 Avila Beach Getaway. The board agreed they want to continue the practice.

A motion was made by Charles Crellin, and seconded by Chris King, to approve \$500 for an Avila Beach Getaway contest at the 2018 Harvest on the Coast event. With no further discussion, the funding was approved by unanimous voice vote of the local Advisory Board.

Stephanie also noted that she normally hands out a small promotional giveaway to people who enter the contest. She reminded the board, that in the first three years, she handed out mini beach balls with our logo and in the last couple of years, handed out stewardship tote bags with our logo. This year, she does not have enough tote bags and asked the board if they would like to order something small to hand out at both booths. Katie Sturtevant reminded the board that there are approximately 80 stewardship mugs that can be handed out at the VIP booth. Chris King suggested handing out small corkscrews with our logo. Stephanie will bring a quote for board consideration at the next meeting.

- b. **Discuss Overall Media Writer Process and Processes for Accommodations and Meals:** Charles Crellin wanted to understand how the decisions were made about where the journalists stayed and where they went for meals. John Sorgenfrei noted that a journalist may pick where they stay. But in general, TJA tries to suggest various accommodations, eating establishments and itineraries.
- c. **Discuss Process for PR Leads from Visit SLO CAL:** Stephanie Rowe noted that Cheryl Cuming will provide more information about this process at the next meeting.
- d. **Discuss EU Email Opt-in Requirements:** Charles Crellin asked if the VisitAvilaBeach.com e-newsletter sign-up is compliant with the EU email opt-in requirements. Charles wanted to make sure we have done our due diligence. John Sorgenfrei noted that he thought Kaci had purged any European emails from our database, but he will confirm. Rick Turton noted that he will ensure our revamped website will have a privacy policy and double opt-in requirement.
- e. **Discuss Adding ADA Verbiage on Agendas/Discuss ADA Requirements for VAB.com:** Stephanie Rowe reviewed the ADA notice and asked if the board would like to add to all meeting agendas. She noted that the CBID and other local funds have already done so. The board agreed it was a good idea to add the notice to our agendas. Charles Crellin wanted to make sure that we are complying with the ADA website requirements. Rick Turton assured the board we have met the minimum level of requirements.
- f. **Review TJA Advertising Projects:** None

8. Future Agenda Items/New Business:

- a. Avila Wine Walk Fund Application (Sept)
- b. Wine Waves & Beyond Fund Application (Sept)
- c. Discuss Harvest on the Coast Booths/Review Quote for Promotional Giveaways (Sept)
- d. Discuss Overall Event Strategy (Sept)
- e. Overview of Potential Gran Fondo Event in 2019
- f. 2018 Harvest on the Coast Recap (after Nov)

9. Closing Comments: None

10. Next ABTA Local Fund Advisory Board Meetings:

Dates: **September 12, 2018**

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

Location: **Sycamore Mineral Springs Resort Boardroom**

11. Adjournment: The meeting was adjourned at 11:52 am.