

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

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

Board Members Present:

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

Others Present:

John Sorgenfrei, TJA Advertising
Rick Turton, TJA Advertising
Kacianne Cox, TJA Advertising (via Facetime)
Katie Sturtevant, Stewardship Travel Program Liaison
Heather Muran, SLO Wine Country Association
Stephanie Rowe, ABTA admin

Absent: None

CBID: Cheryl Cuming

1. **Call to Order:** by Board Chair Charles Crellin at 10:12 am.
2. **Public Comment:** None
3. **Consent Items:** The November 14, 2018 minutes were approved for review and approval. A motion was made by Summer Rogovoy and seconded by Ken Kelly. With no further discussion, the November 14th 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 executive summary of the H1DR 2018-2019 Marketing Plan which is a summary of a 30-page plan. The marketing budget totals \$985,000 and includes Campaign One, October-December, which focuses on the “Highway 1 is Open” message; Campaign Two, January-February, which will focus on the Freewheeling Soul Seeker and the Mama Soul Seeker and will feature the Coastal Discovery Celebration as well as the “Highway 1 is Open” messaging; Campaign Three, March-April, will incorporate the learnings from the first two campaigns and feature beach activities along Highway 1.
 - b. H1DR was featured in the LA Times online interactive section and in New York Times.
 - c. The Beautification and Infrastructure Grant applications are due January 18, 2019.
 - d. Gave an overview of the H1DR Media Plan with a budget of \$430,000 and estimated 74,000 clicks.
 - e. Hilary Townsend will be attending a media event in NYC in January where she will be meeting with media from her 50 top media targets. She will be handing out Avila Beach Stewardship tote bags.
 - f. TOT was -10.31% year-over-year comparison of July-September. Cheryl will pull a report for the past 12 months of TOT to better understand the decrease.
 - g. Confirmed that Avila Beach’s assessments were 16.04% of the total collected.
5. **Budget Update:** Stephanie Rowe confirmed that collections in October totaled \$19,697.52. Available funds (including the 2017-2018 carry-forward) total \$151,091.15. Funds after approved applications and anticipated expenses removed and the estimated unused funds from the 2017-2018 TJA contract are added back total (\$60,962.87).
6. **Committee Reports:**
 - a. **Stewardship Travel Program:** Katie Sturtevant reported that the 6th annual Coastal Discovery Celebration will be January 12-February 28, 2019. There are 32 events and activities including the same free movie shown at the Hearst Castle Theater as last year due to its popularity,

Disneynature Oceans. There are two new activities in Avila—Kayak to the Lighthouse and the Central Coast Aquarium’s Fins & Feathers on February 8th. Cheryl Cuming encourages constituents to submit their lodging specials. She also noted that the new History & Heritage Trail landing page will be launched in two weeks and shares 21 sites along H1 that bring you back in time to learn more about the area’s rich heritage.

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

Kaci Cox gave an update on social media in the last month. Facebook fans were flat at 74,879 probably due to the new Facebook algorithm. She showed some of the most popular posts. There were 20,353 video views to completion which is a good number. Instagram garnered 1,604 leads and gained 589 followers for a total of 18,200 and almost 15,000 engagements. The Travel blog was about the Polar Bear Plunge on January 1st. We have 30,383 e-newsletter subscribers; YouTube lifetime video views of 344,000 and monthly views of 2,800. The NBC Campaign report showed that there were 17,000 clicks and the parallax page had over 9,000 views. The page will always be live for anyone to access. Kaci reported that the influencer, Emily Hart, has been booked for January 19-21, 2019. Emily chose to stay at the Avila La Fonda and will hike to the lighthouse, go wine tasting and take a boat trip in the Bay.

Rick Turton noted that website traffic decreased to 7,202 from 14,827 and our e-newsletter sign-ups went from 6,851 to 156 because we are no longer running the NBC campaign. Also, we are doing different types of ads that are producing leads that we can then retarget as oppose to only driving traffic to our website.

1. Discuss Facebook and YouTube Ad Budgets: Kaci reminded the Board that the reason

we changed the budget from YouTube to Facebook was because the YouTube ads were performing exceedingly well for a lot cheaper and Facebook video was increasing in popularity, so we shifted some budget from YouTube to Facebook. We didn’t need as big of a budget for YouTube since we were getting so many views at a lower cost.

7. Presentations:

a. 2018 Harvest on the Coast Recap, Heather Muran: Heather Muran presented a recap for the Grand Tasting event on Saturday, November 3 at the Avila Beach Golf Resort. She reviewed the list of deliverables for the ABTA, as a major sponsor. Ticket sales were down by 144 tickets from 2017, mostly due to a company that normally buys multiple tickets for their employees, did not attend. 318 tickets sold to out of area attendees, down from 380 sold in 2017. Attendee breakdown was 41% out of area (down from 59% in 2017) and 58% local (41% in 2017). The targeted markets were Los Angeles, Bay Area, the Valley, San Diego, Santa Barbara and Sacramento. Responses from the ticket Q&A results estimated 166 room nights. Heather reviewed the different marketing components. The Board would like to look at making the VIP Experience more special next year and would like to invite the new executive director to come to a board meeting, perhaps in March, to discuss the event.

8. Action/Discussion Items:

a. Discuss International FAM Tours: This item will be tabled until next month.

b. Brainstorm Ideas for Future Events: The following events were suggested and will be discussed further at the next meeting:

- Revisit the Avila Beach Wine Walk proposed by the Pismo Beach Chamber of Commerce
- Fisherman’s Celebration or bring back Sea Fare
- Firefighter’s sports event
- Car club event
- Standup paddle board event
- Weed & Wine event

c. Update on Constituent Mixer / Consideration of Mixer Funding: Stephanie Rowe gave an

overview and update. The mixer will be on Monday, March 25, 5:30-7:00pm at the Avila Lighthouse Suites Point San Luis Conference Room and Patio. Thank you to Summer Rogovoy for the same great rental rate as last year. Stephanie noted that she will be checking with Mexican food/taco truck caterers. She asked the Board if they would like to approve funding for the event. Last year the Board approved \$1,200 and this year Charles suggested that the Board consider approving a maximum amount of \$2,000.

A motion was made by Charles Crellin, and seconded by Summer Rogovoy, to approve a maximum amount of \$2,000 for the ABTA Constituent Mixer to be held on March 25, 2019. With no further discussion, the funding was approved by unanimous voice vote of the local Advisory Board.

b. Review TJA Advertising Projects: None

9. Future Agenda Items/New Business:

- a. Discuss International FAM Tours
- b. Discuss Ideas for Future Events
- c. Updates on Constituent Mixer (Jan-April)

10. Closing Comments: None

11. Next ABTA Local Fund Advisory Board Meetings:

Dates: **January 16, 2019**

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

Location: **Sycamore Mineral Springs Resort Boardroom**

12. Adjournment: The meeting was adjourned at 12:06 pm.