

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

January 16, 2019 – Sycamore Mineral Springs Resort Boardroom, Avila Beach

Board Members Present:

Charles Crellin, Sycamore Mineral Springs Resort
Ken Kelly, Coastal Vacation Rentals

Others Present:

John Sorgenfrei, TJA Advertising
Rick Turton, TJA Advertising
Stephanie Rowe, ABTA admin
Katie Sturtevant, Stewardship Travel Program Liaison

Absent: Summer Rogovoy, Avila Lighthouse Suites (excused)

CBID: Cheryl Cuming

1. **Call to Order:** by Board Chair Charles Crellin at 10:10 am.
2. **Public Comment:** None
3. **Consent Items:** The December 12, 2018 minutes were approved for review and approval. A motion was made by Charles Crellin and seconded by Ken Kelly. With no further discussion, the December 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. Coastal Discovery Celebration fliers were distributed to all constituents featuring 33 events/activities during the 7-week celebration. The first showing of the free DisneyNature film *Oceans* at the Hearst Castle Theater had 50 people.
 - b. The History & Heritage Trail was launched which features a collection of 21 landmarks and significant points along Highway 1. A new blog was written promoting the interactive page. The next version of the Wildlife Tips will include the History & Heritage Trail.
 - c. Katie Sturtevant is now working as the PR coordinator with Hilary Townsend.
 - d. The County Beautification and Infrastructure Grant applications are due by January 18, 2019.
 - 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.
 - f. A new marketing campaign was launched featuring the “Highway 1 is Open for Anything” messaging, as well as the Coastal Discovery Celebration from January 12-February 28 which should increase web traffic. The new “Find Your Wonder” video was also launched.
 - g. TOT was up 18.99% compared to last year. The 5-year TOT historical report was also reviewed.
 - h. The County received the Airbnb financials and are currently incorporating and reconciling.
5. **Budget Update:** The November financials have not been released so there was no budget update.
6. **Committee Reports:**
 - a. **Stewardship Travel Program:** Katie Sturtevant reminded the Board about the Central Coast Aquarium’s Fins & Feathers event on February 8th. She will ask Kaci to send a Facebook post so the Board can easily promote on their platforms. Stephanie Rowe showed the buckets and pickup tools that the Central Coast Aquarium purchased through ABTA funding.

- b. TJA Activity Report/Website Analytics Update – John Sorgenfrei, Kacianne Cox, Rick Turton:** John Sorgenfrei reported on social media activity in the last month. Facebook fans continue to be flat at 74,808. There were 88,300 video views, 4,349 post engagements and 704,709 impressions. He reported that the Facebook and Instagram ads that are currently running had 3,106 link clicks on Facebook and 2,189 on Instagram. There were 25,054 video views to completion. Instagram gained 671 followers for a total of 18,954 and over 15,000 engagements. The Travel blog was about the new stewardship travel activity: Kayak Back in Time at the Historic Lighthouse. We have 30,388 e-newsletter subscribers. YouTube lifetime video views were 347,300 and 1,800 monthly minutes watched.

Rick Turton noted that mobile devices are 66.22% of visitors. He noted that there is not much web traffic in the summer, but big increases when we run promotions in September and October. Rick reviewed the new Outbound Link Tracking report which allows him to track more detailed data.

- 1. Mailchimp billing question:** John reported that the reason we pay a monthly service fee to maintain the Mailchimp service, even though our e-newsletter is sent quarterly, is twofold: 1) our emails are housed on it and 2) it constantly collects emails from people who sign-up for our e-newsletter.

7. Presentations: None

8. Action/Discussion Items:

- a. Discuss International FAM Tours:** Charles Crellin reported that he has a meeting scheduled with Michael Wambolt at IPW to encourage more FAM tours in Avila.
- b. Discuss Ideas for Future Events:** The Board discussed the potential list of events collected from last month's meeting. The objective of their discussion is to decide on some viable events and then reach out to the appropriate event promoter to bring it to Avila. John Sorgenfrei encouraged the Board to revisit the Avila Beach Wine Walk that David Archer from the Pismo Beach Chamber of Commerce had proposed. Charles Crellin had concerns about the Pismo Beach Chamber of Commerce putting on an event in Avila Beach. John suggested having David Archer put on an event similar to the "Taste of Pismo" but in Avila. Rick Turton and John Sorgenfrei will reach out to local event promoters to see if they would put on an event in Avila. Cheryl Cuming suggested the most viable events would be standup paddle boarding and firefighters sporting event. Ken Kelly suggested bringing a high-end wine and weed event. The Board discussed perhaps working with Julie Andrews-Scott to promote overnight stays during April/May/September and tie it to Avila Farmers' Market. **Stephanie Rowe will reach out and invite Julie to the next meeting to discuss.**
- c. Update on Constituent Mixer:** Stephanie Rowe reminded the Board that the mixer will be on Monday, March 25, 5:30-7:00pm at the Avila Lighthouse Suites Point San Luis Conference Room and Patio. The contract for the venue has been signed and the first deposit paid. Lua's Catering has been reserved. Invitations will be emailed by February 24th. Stephanie has asked Peloton Winery to pour but haven't heard back. Will also be asking Libertine Brewing if they would like to pour beer.
- d. Discuss Date Change for February Board Meeting:** Charles Crellin reported that he will be at a conference during the February 13th meeting and would like to change the date. Everyone confirmed that they can make it on Wednesday, February 20th, 10:15am-12:15pm.
- e. Review TJA Advertising Projects:** None

9. Future Agenda Items/New Business:

- a. Discuss Ideas for Future Events
- b. Updates on Constituent Mixer (Feb-April)
- c. Invite new SLO Wine Country Executive Director to Discuss 2019 HOTC

10. Closing Comments: None

11. Next ABTA Local Fund Advisory Board Meetings:

Dates: **February 20, 2019**
Time: **10:15 am – 12:15 pm**
Location: **Sycamore Mineral Springs Resort Boardroom**

12. Adjournment: The meeting was adjourned at 11:46 am.