

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

February 20, 2019 – 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
Kacianne Cox, TJA Advertising (via Facetime)
Rick Turton, TJA Advertising
Stephanie Rowe, ABTA admin
Tricia Kesselring, Peloton Cellars
Julie Andrews-Scott, Avila Beach Farmers' Market

Absent: None

CBID: Cheryl Cuming

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1. **Call to Order:** by Board Chair Charles Crellin at 10:15 am.
 2. **Public Comment:** None
 3. **Consent Items:** The January 16, 2019 minutes were approved for review and approval. A motion was made by Ken Kelly and seconded by Charles Crellin. With no further discussion, the January 16th minutes were approved by a unanimous voice vote of the local Advisory Board. Summer Rogovoy abstained as she was not in attendance at the January meeting.
 4. **CBID and Financials Update:** Cheryl Cuming gave an update for the past month.
 - a. The media campaigns are working well. A detailed report will be shared at the next meeting.
 - b. The Central Coast Aquarium's Fins & Feathers was a big success with over 50 attendees.
 - c. TOT for Avila increased 1.3% year-over-year.
 - d. The Local Fund Area Recap was reviewed; Avila had a total of 3 projects in 2018 for a cost of \$177,780; and 79 total projects. Cheryl noted that the work by the board is very important and would not be done without the volunteer board.
 - e. The County received the Airbnb financials and have incorporated and reconciled for each local fund area and will now include in the monthly financials.
 - f. Avila Beach's assessments were 15.33% of the total collected.
 5. **Budget Update:** Stephanie Rowe confirmed that collections in November and December totaled \$15,935.71 and \$18,184.02, respectively. The Airbnb assessment collections have been incorporated and reconciled and will be included going forward. Available funds (including the 2017-2018 carry-forward) total \$142,893.57. Funds after approved applications and anticipated expenses removed are (\$21,680.03).
 6. **Committee Reports:**
 - a. **Stewardship Travel Program:** None
 - b. **TJA Activity Report/Website Analytics Update – John Sorgenfrei, Kacianne Cox, Rick Turton:** Kaci Cox reported on social media activity in the last month. Facebook fans are just under 75,000. There were 139,000 video views, 20,986 post engagements and 992,900 impressions. She reported that the Facebook and Instagram ads that are currently running had 6,987 link

clicks on Facebook and 6,160 on Instagram. There were 42,896 video views to completion. Instagram gained 709 followers for a total of 19,663 and over 13,216 engagements. The Travel blog was about Find Your Wonder – Coastal Discovery Celebration. The e-newsletter was sent out in January to 31,918 subscribers with an open rate of 18%--up from 14%. YouTube lifetime video views were 365,600 and 18,300 monthly video views. The *Pick Your Perfect Paradise* video had 10,800 views.

Rick Turton noted that 12,468 or 78.72% of the 15,839 total visitors were on mobile devices in January. This is a 41.22% increase from last year. Rick reviewed the new Outbound Link Tracking report which allows him to track more detailed data. There were 2,357 lodging website referrals in January which is an increase of 350 or 17.44% compared to January 2018. Rick also noted that the Specials page is very popular.

1. **Update on Influencer, Emily Hart's Visit:** Emily of @EmilyVentures, the micro-influencer who visited recently had 8,691 total engagements on organic posts and the board watched a great video from her visit.

7. **Presentations:** None

8. **Action/Discussion Items:**

- a. **Update on Constituent Mixer/Discuss Mixer Presentation:** 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. Peloton Cellars has agreed to pour wine and Libertine Brewing Company has agreed to pour beer. Email invitations will be sent on February 25th. The Board reviewed the 2018 agenda to discuss the presentation. Stephanie will work with Charles to finalize the agenda.
- b. **Discuss Ideas for Future Events/Farmer's Market Promotion During April/May/Sept:** Julie Andrews-Scott noted that the Avila Farmers' Market will start on Friday, April 5th and end on Friday, September 27th. The flyer with the lineup of bands will be published in early March. She would like help marketing during April, May and September. Charles Crellin asked if Julie could send social media ready links to make it easy to post. Julie will include us as a co-host on her Facebook page to make it easy for Kaci to post. Julie noted that anyone who uses the trolley, gets a market buck to use at the Farmers' Market.

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. Ken Kelly reported that he had contacted the American Society of Association Executives and we could purchase a mailing list. He also reported that he had not heard from the cannabis boards he contacted. Charles suggested a Health and Wellness Weekend. Summer Rogovoy recommended including CBG instead of weed to focus on health and wellness. We would need to find a promoter. John Sorgenfrei encouraged the Board to revisit the Avila Beach Wine Walk that David Archer from the Pismo Beach Chamber of Commerce had proposed. Rick Turton reported that the recent Pismo Beach Wine Walk had 257 people attend in the rain. **Stephanie Rowe will reach out and invite David Archer to the next meeting to discuss.**

- c. **Review TJA Advertising Projects:** Kaci Cox presented "Mom to the Max" influencer Krista Horton. She has 300,000 followers. The Board agreed to move forward with the influencer if she was willing to keep the cost under \$2,000 which would come out of the current TJA budget. Kaci will check to see if Krista and her family could visit the weekend of April 12th and potentially stay at a vacation rental.

9. Future Agenda Items/New Business:

- a. Discuss International FAM Tours (March)
- b. Discuss Ideas for Future Events/Discuss Avila Wine Walk, David Archer (March)
- c. Update on Constituent Mixer (March-April)
- d. Invite new SLO Wine Country Executive Director to Discuss 2019 HOTC (April)

10. Closing Comments: None

11. Next ABTA Local Fund Advisory Board Meetings:

Dates: **March 13, 2019**
Time: **10:00 am – 12:00 pm**
Location: **Sycamore Mineral Springs Resort Boardroom**

12. Adjournment: The meeting was adjourned at 12:07 pm.