

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

March 13, 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

David Archer, Pismo Beach Chamber of Commerce

Absent: None

Others Present:

John Sorgenfrei, TJA Advertising
Kacianne Cox, TJA Advertising (via Facetime)
Rick Turton, TJA Advertising
Katie Sturtevant, Stewardship Travel Program Liaison

Stephanie Rowe, ABTA admin

CBID: Cheryl Cuming

1. **Call to Order:** by Board Chair Charles Crellin at 10:12 am.

2. **Public Comment:** None

3. **Consent Items:** The February 20, 2019 minutes were approved for review and approval. A motion was made by Ken Kelly and seconded by Summer Rogovoy. With no further discussion, the February 20th 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. She recommended not to be concerned about the 24% decrease in TOT because by reporting monthly it could be due to timing of a payment. Best to look at it from a quarterly basis.
 - b. Website Traffic: There were 49,000 (1,750/day) website visitor sessions which is the most Highway1DiscoveryRoute.com has ever gotten. Bounce rate is only 30%. This is attributed to the work of the new BID Bunch. They are doing search engine marketing which is making a big difference.
 - c. Social Media & E-Blast: There are over 90,000 Facebook fans; an additional 5,500 emails were added to the email subscriber list for a total of over 75,000 subscribers. Per Kaci, it is better to focus on engagements rather than on total fans.
 - d. CBID had an All Agency and LFA admin meeting where 13 initiatives were presented to gain insight on which programs to pursue and the group decided on four.
 - e. Reviewed the Digital Marketing Roll-Up Report which included website analytics, paid media, social media and public relations.
 - f. Reviewed the Mid-Year Marketing Strategy Status which included the following objectives: Evolve Marketing Leadership with Local Fund Areas; Pursue Excellence and Efficiency of Owned Media; and Increase Consideration to Visit Highway 1, 10 Communities, Assets.
 - g. Reviewed the CBID Organization Structure which graphically shows the structure of the CBID Board, the BID Bunch and CBID Committees, and the Local Fund Boards.
 - h. Avila Beach's assessments were 15.62% of the total collected.

5. **Budget Update:** Stephanie Rowe confirmed that collections in January totaled \$9,578.55. Available funds (including the 2017-2018 carry-forward) total \$133,127.14. Funds after approved applications and anticipated expenses removed are (\$15,591.21).

6. Committee Reports:

a. **Stewardship Travel Program:** None

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

John Sorgenfrei reported that he attended the recent SLO CAL retreat. He noted that there was a lot of good information including: SLO CAL has seen a decline in organic web searches because people are acting differently and getting their information from other sources such as podcasts, which have increased by 80%. He noted that perhaps we should utilize podcasts for marketing in the future. Top drive markets are Los Angeles and San Francisco and the top airline market is from Seattle. Their goal is to target the right people with the right information.

Kaci Cox reported on social media activity in the last month. Facebook fans are just under 75,000. There were 109,000 video views, 10,621 post engagements and 961,502 impressions. Top referrals are from Facebook.com, VisitAvilaBeach.com and Google.com. She reported that the Facebook and Instagram ads are retargeting the people who have engaged with us. Instagram has 20,489 followers for a gain of 747 followers and 13,800 engagements. The Travel blog was about Celebrate Romance in Avila Beach. The e-newsletter was not sent out in February, but it has 31,964 subscribers. YouTube lifetime video views were 373,900 and 8,300 monthly video views. The top video was *Pick Your Perfect Paradise*. John noted that he was helping Julie Andrews-Scott with advertising for Farmers' Market.

Rick Turton noted that 73.32% of visitors were on mobile devices in February. 10,532 lodging pages were viewed on mobile devices which is down from 21,708 in January. Going forward, Charles would like to have an analysis completed and reported at the meeting for large changes in data. There were 1,766 lodging website referrals in February which is a decrease of 159 or -8.26% compared to February 2018. He also noted that the Avila Loop Map is the most downloaded link.

7. **Presentations: Avila Beach Wine Walk, David Archer:** David presented his proposal for the Avila Beach Wine Walk. He reported that two wine walks occurred since the August meeting in Pismo Beach. The Valentines Day Wine Walk had approximately 300 attendees at 22 participating locations. 30% of attendees were out of the Central Coast. The Clam Festival Wine Walk had approximately 550 attendees with 20 participating locations. Over 50% of attendees were out of the Central Coast. The proposed date for the Avila Beach Wine Walk is Sunday, May 19, 2019 from 1-4pm. He is proposing 10-15 participating locations including tasting rooms and is estimating approximately 300 attendees with a portion of the proceeds to benefit local charity. David has reached out to the Avila Wine Trail members. David is only asking that we promote the event on our social media and website. Charles Crellin suggested that perhaps the Board would like to consider sponsoring the wine glasses for the event. David will submit a fund application for consideration at the next meeting.

8. Action/Discussion Items:

a. **Discuss Ideas for Future Events:** The Board noted that they were working on promoting the Avila Farmers' Market and potentially the Avila Wine Walk. Perhaps Anne Steinhauer, SLO Wine

Country's new executive director could organize another wine event.

- a. **Discuss Avila Beach Drive and US 101 Project Update:** Charles Crellin reported that he had received the project update and asked if anyone knew anything about it, but no one had.
- b. **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. Current RSVPs are at 32 plus the Board for total of 38. Stephanie will be sending out reminders. Supervisor Adam Hill will be attending. She is currently working on the presentation with TJA, finalizing the room setup with Avila Lighthouse Suites and confirming with Lua's Catering.
- c. **Review TJA Advertising Projects:** None

9. Future Agenda Items/New Business:

- a. Discuss International FAM Tours (April)
- b. Review Avila Wine Walk Fund Application (April)
- c. Discuss 2019 Harvest on the Coast with new SLO Wine Country Executive Director (April)
- d. Discuss Ideas for Future Events
- e. Debrief After Constituent Mixer (April)
- f. Review Airport Visitor TV Video Renewal

10. Closing Comments: None

11. Next ABTA Local Fund Advisory Board Meetings:

Dates: **April 10, 2019**

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

Location: **Sycamore Mineral Springs Resort Boardroom**

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