

*Draft Until Approved*  
**Avila Beach Tourism Alliance**  
**Board Meeting Minutes**

April 10, 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

Tricia Kesselring, Peloton Cellars

**Absent:** None

**CBID:** Cheryl Cuming

**Others Present:**

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

Tom Swem, Friends of Avila Pier  
Stephanie Rowe, ABTA admin

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1. **Call to Order:** by Board Chair Charles Crellin at 10:02 am.
  
  2. **Public Comment:** Tom Swem introduced himself as the president of the new non-profit, Friends of Avila Pier, and provided an update on the pier after being closed two years ago. After a recent study, it was determined that less extensive repairs were needed to safely open the pier. The Friends of Avila Pier will be organizing a fundraiser for the \$500,000 needed for the repairs and are hoping to have the pier open by the summer.
  
  3. **Consent Items:** The March 13, 2019 minutes were approved for review and approval. A motion was made by Summer Rogovoy and seconded by Ken Kelly. With no further discussion, the March 13th 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. TOT is down 22% but not sure if it is a payment timing issue or that business is down. She will look at it from a quarterly basis.
    - b. Website Traffic: There were 50,025 (1,787/day) website visitor sessions to Highway1DiscoveryRoute.com. Bounce rate is 10.66% so they are monitoring it to make sure it does not decrease.
    - c. Social Media & E-Blast: There are over 91,000 Facebook fans; an additional 4,507 emails were added to the email subscriber list.
    - d. Visit SLO CAL Summit will be on May 9<sup>th</sup> so purchase your ticket if you wish to attend. SLO CAL went to the Outlook Conference—there is expected to be a slight slowdown in leisure travel with an increase in business; Amazon is entering the travel space.
    - e. Heatmaps (bucket email subscribers by interests), arrival data and scroll depth tracking have all been implemented to better understand how we can engage our potential visitor.
    - f. There was discussion about whether a media person visiting our area is contingent upon having a comp'd room. Cheryl noted that the CBID has a budget for lodging and activities and the lodging is dependent upon the journalist's request for a specific experience not on the ability of the lodging property to comp the stay.
    - g. They are working on funding for search engine marketing for the Avila Beach website and then for other regions who have their own websites.
  
  5. **Budget Update:** Stephanie Rowe confirmed that collections in February totaled \$8,749.14. Available

funds (including the 2017-2018 carry-forward) total \$138,434.93. Funds after approved applications and anticipated expenses removed are (\$6,842.07) with the Capital Funds deducted from the budget and \$20,989.93 without the Capital Funds deducted.

## 6. Committee Reports:

- a. **Stewardship Travel Program:** Katie Sturtevant presented her quarterly update. She passed around the new Wildlife Viewing Tips flyer which has the History & Heritage Trail on the backside. She noted that she tries to incorporate stewardship into events and community gatherings. For instance, during the Sea Glass Festival in Cayucos, the Land Conservancy and History Center coordinated a history walk with 30 people participating. She is looking at key words to drive the stewardship traveler marketing strategy. Hilary Townsend pitched the History & Heritage Trail and got three stories and the Whale Trail got coverage in Budget Travel. The Coastal Discovery Celebration did well for some lodging properties who promoted specials; and there were 700 total who watched the Hearst Castle movie during the 6-week celebration. Katie reviewed the tips to increase marketing results by promoting the Stewardship Travel program. She reminded everyone to keep them updated on what's new

in our area so Hilary can pitch to journalists.

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

### 1. Discuss TJA Contract Renewal

Kaci Cox reported on social media activity in the last month. Facebook fans are just over 75,000. There were 94,100 video views which is huge, 11,804 post engagements and 600,000 impressions. Top referrals are from Facebook.com and Google.com. She reported that the Facebook and Instagram ads are retargeting the people who have engaged with us. There were 3,453 link clicks for Farmers' Market and 3,527 link clicks for the website promo.

Instagram has 21,036 followers for a gain of 577 followers and 12,374 engagements. The Travel blog was about the Avila Beach Farmers' Market. The e-newsletter was not sent out in March, but it has 31,996 subscribers. YouTube lifetime video views were 383,600 and 8,400 monthly video views. The top video was *Avila Beach Farmers' Market*. John Sorgenfrei noted that he was helping Julie Andrews-Scott with a new spot for Farmers' Market. Kaci showed the new gallery from CrowdRiff, which is a user generated platform where she curated the best user generated content. Constituents can then place the galleries on their websites.

Rick Turton reported that lodging views were up instead of hotels and provided a detailed breakdown report of the 10,877 lodging views.

John Sorgenfrei noted that at the TJA contract is ending on June 30, 2019. He will present a recap for the past year and also a contract renewal proposal. The proposal will then be placed on the June agenda for board consideration.

## 7. Presentations: None

**8. Action/Discussion Items:**

- a. **Discuss 2019 Harvest on the Coast with New SLO Wine Country Executive Director/Discuss Ideas for Future Wine Event:** Anne Steinhauer, SLO Wine Country's new executive director was unable to attend due to a scheduling conflict. Charles Crellin will contact her directly in preparation for her presentation of the fund application at the next meeting. John Sorgenfrei suggested finding a wine influencer who could visit Avila and Pismo. Trish Kesselring suggested supporting a wine event tied to the Avila Pier fundraising. Charles Crellin will contact Tom Swem to discuss.
- b. **Update on Avila Wine Walk:** Charles Crellin reported that because the Avila wineries were not participating in the wine walk, it did not make sense to be a sponsor of the event. Trish Kesselring reported that Morovino would be closing its doors in late April.
- c. **Update on International FAM Tours:** Charles Crellin noted that he is working with Visit SLO CAL to bring international FAM tours to Avila. He asked the board if there was interest in participating. Summer Rogovoy was interested and Ken Kelly noted that he needed more information before deciding.
- d. **Review Airport Visitor TV Video Renewal:** Charles Crellin asked the board to consider renewing the contract for another year and showed the video currently running. Charles suggested only renewing the wall display at the baggage claim area, not the mobile displays. He felt the cost was small to advertise Avila Beach to the folks who were visiting the area. Stephanie will contact Brian Trapp for the 2019 rate sheet and ask that our logo and URL be placed on each frame of the video. This item will be placed on the next agenda for board consideration.
- e. **Debrief after Constituent Mixer:** Stephanie Rowe reported that the mixer on March 25<sup>th</sup> went well. There were originally 53 RSVPs and 35 people attended which is the standard decrease based on past years. The board agreed that Lua's Catering did a great job and perhaps we would ask them to return next year.
- f. **Review TJA Advertising Projects:** None

**9. Future Agenda Items/New Business:**

- a. Present 2019 Harvest on the Coast Fund Application (May)
- b. Present TJA 2018-2019 Marketing Recap/Present 2019-2020 Marketing Proposal (May)
- c. Consideration of Airport Visitor TV Video Contract Renewal (May)
- d. Review Board Seat Renewal (May)
- e. Consideration of TJA 2019-2020 Marketing Proposal (June)
- f. Consideration of 2019 Harvest on the Coast Fund Application (June)

**10. Closing Comments:** The board agreed to cancel the July 10<sup>th</sup> meeting.

**11. Next ABTA Local Fund Advisory Board Meetings:**

Dates: **May 8, 2019**

Time: **9:30 am - 12:00 pm**

Location: **Sycamore Mineral Springs Resort Boardroom**

**12. Adjournment:** The meeting was adjourned at 12:05 pm.