

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

May 8, 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
Anne Steinhauer, SLO Coast Wine Collective
Tricia Kesselring, Peloton Cellars
Stephanie Rowe, ABTA admin

Absent: None

CBID: Cheryl Cuming out sick

1. **Call to Order:** by Board Chair Charles Crellin at 9:45 am.

2. **Public Comment:** None

3. **Consent Items:** The April 10, 2019 minutes were approved for review and approval. A motion was made by Charles Crellin and seconded by Ken Kelly. With no further discussion, the April 10th minutes were approved by a unanimous voice vote of the local Advisory Board.

4. **CBID and Financials Update:** None as Cheryl was out sick.

5. **Budget Update:** Stephanie Rowe confirmed that collections in March totaled \$10,546.13. Available funds (including the 2017-2018 carry-forward) total \$128,91570. Funds after approved applications and anticipated expenses removed are 6,344.06 with the Capital Funds deducted from the budget and \$34,176.06 without the Capital Funds deducted.

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 over 75,460. There were 16,180 video views (100% watch), 14,265 post engagements and 722,751 impressions. Top referrals were from Facebook.com, VisitAvilaBeach.com and Google.com. She showed the most popular posts and the ads that are running. There were 3,207 link clicks for Farmers' Market and 3,162 link clicks for the website promo. Instagram has 21,918 followers for a gain of 772 followers and 14,399 engagements. The Travel blog was about *Play All Day in Avila Beach*. The e-newsletter was not sent out in April but will be sent next in August, and has 31,175 subscribers. YouTube lifetime video views were 339,000 and 8,000 monthly video views. The top video was about Avila Beach Farmers' Market.

Kaci also reported on the website stats as Rick was out of town. There were 13,462 website visits in April, an increase of 1,200 from last year. Progress from CrowdRiff: Farmers' Market had 710 visits, Bob Jones Trail had 522, Aquarium had 154, Dining had 95 and Avila Valley Barn had 54 for a total of 1,535. Mobile users accounted for 71.60% of visitors.

7. Presentations: None

8. Action/Discussion Items:

a. Review of 2019 Harvest on the Coast Fund Application / Discuss Ideas for Future Wine Event:

Anne Steinhauer, SLO Wine Country's new executive director, introduced herself. She noted that they have a new name and branding. They are now SLO Coast Wine Collective and she showed the new website. Anne gave an overview of the 2019 fund application. The event will be held November 1-3, 2019 with the Grand Tasting on Saturday, November 2nd at the Avila Golf Resort. Funds requested are the same as last year, \$16,000, for the following: Regional Targeted Marketing Campaign (\$9,000) and Exclusive Partnership (\$7,000). Demographic breakdown for 2018 attendees: Majority from greater LA area; then Central Valley and Santa Barbara area; then Out of State and Bay Area and San Diego area. Anne will be targeting the San Francisco area for 2019. Trish Kesselring gave an overview of last year's event. Charles Crellin noted that there were issues with the auction table food in 2018 vs 2017. Anne noted that she will be assigning champions to manage each area. The Board provided their feedback about the VIP/Avila Experience and Anne will incorporate their ideas to work towards an elevated VIP experience. This funding request will be on the next agenda for Board consideration.

b. Review of TJA 2018-2019 Marketing Recap / Review of TJA 2019-2020 Contract Renewal Proposal:

Kaci Cox reviewed the social media results. She noted that there are 75,500 Facebook fans; 648,000 video views which is an 82% increase; 50,000 engagements and 42,800 clicks. YouTube video views were 383,600 a 20% increase year-over-year. Instagram followers are at 21,400 a 44% increase year-over-year and 136,200 engagements/38% increase. The quarterly e-newsletter has 32,000 subscribers a 17% increase with an open rate average of 18% which is above industry standards. Social media demographics are 70% women and 30% men, and the top cities are Fresno, Bakersfield, Los Angeles, Visalia and Sacramento. The most successful campaigns were 2018 web traffic with 18,000 links, lead generations with 3,400 emails, Avila Farmers' Market with 4,600 links and 2019 web traffic with 11,800 links. Influencer Emily of @EmilyVentures visited and posted her experiences for her 27,100 followers. Influencer Krista Horton will be visiting in Fall 2019 and will post her experiences for her 305,000 followers. User-generated content from CrowdRiff is constantly loading and in the last 30 days had 69.3% engagement rate, 151 interactions and 218 views. Other successful campaigns include the travel blog, the new branding video and contest and print ads for Pick Your Perfect Paradise. John Sorgenfrei reported that one of the key website statistics was the 22,000 lodging referrals.

John Sorgenfrei gave an overview of the 2019-2020 proposal. They will continue to have the same goals and objectives, target markets and marketing approach. John reviewed the proposed budget summary of \$135,100. They will concentrate on the past successful campaigns and focus on the 4-5 hour driving market. He is recommending an increase for influencers and co-op opportunities. The Board will review the proposal and let Stephanie know any changes by May 24th in preparation for consideration at the next meeting.

c. Review Fiscal Year 2019-2020 Budget Allocations: Stephanie Rowe reviewed the current year budget projections. The proposed budget allocations for Fiscal Year 2019-2020, which are the same as this year, are as follows: Administration-14%; Events-15%; General/Contingency-11%;

Marketing-50%; Capital Fund-10%.

A motion was made by Charles Crellin, and seconded by Ken Kelly, to approve the Fiscal Year 2019-2020 budget allocations as proposed. With no further discussion, the allocations were approved by unanimous voice vote of the local Advisory Board.

- a. **Consideration of Airport Visitor TV Video Renewal:** Charles Crellin reiterated his suggestion of renewing the contract for only the wall display at the baggage claim area, not the mobile displays. The cost for just the wall display is \$595 per month, a \$50 monthly increase from last year. Charles felt the cost was small to advertise Avila Beach to the folks visiting the area. Stephanie Rowe reported that our logo with URL has been added to each frame of the video.

A motion was made by Charles Crellin, and seconded by Summer Rogovoy, to approve the Airport Visitor TV renewal for a 12-month contract for just the Baggage Claim HD Video Wall with 60 second spot for \$595 a month for a total annual cost of \$7,140. With no further discussion, the Visitor TV funding was approved by unanimous voice vote of the local Advisory Board.

- b. **Update on Friends of Avila Pier Fundraising Event:** Charles Crellin reported that he spoke to Tom Swem, President of the Friends of Avila Pier, about sponsoring a fundraising event for out of area visitors. Tom wants to do a low-key event initially for locals and then perhaps something bigger later. Tom will get back to Charles after his board discusses the possibilities.
- c. **Review Board Seat Renewal:** Charles Crellin submitted his letter of interest to continue on the Advisory Board.

A motion was made by Summer Rogovoy, and seconded by Ken Kelly, to accept the letter of interest submitted by Charles Crellin to continue on the Avila Beach Tourism Alliance Board for a 4-year term ending May 23, 2023. With no further discussion, the letter was accepted by unanimous voice vote of the local Advisory Board.

- d. **Review TJA Advertising Projects:** None

9. Future Agenda Items/New Business:

- a. Consideration of 2019-2020 TJA Marketing Proposal (June)
- b. Consideration of 2019 Harvest on the Coast Fund Application (June)

10. Closing Comments: John Sorgenfrei noted that Kaci will be out on maternity leave from August-October. She is working ahead on creating Facebook postings and e-newsletters. Georgina Stasi and Rick Turton will be handling the day-to-day things while Kaci is out.

11. Next ABTA Local Fund Advisory Board Meetings: Note: July 10th Meeting Canceled

Dates: **June 12, 2019**

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

Location: **Sycamore Mineral Springs Resort Boardroom**

12. Adjournment: The meeting was adjourned at 12:00 pm.