

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

July 14, 2021 – Sycamore Mineral Springs Resort Boardroom, Avila Beach

Board Members Present:

Dean Hutton, Sycamore Mineral Springs Resort & Spa
Ken Kelly, Coastal Vacation Rentals
Golda Escalante, Avila Lighthouse Suites

Others Present:

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

Board Members Absent: None

CBID: Cheryl Cuming

1. **Call to Order:** by Chair Dean Hutton at 10:12 am.
2. **Roll Call:** by Stephanie Rowe
3. **Public Comment:** None
4. **Consent Items:** A motion was made by Golda Escalante and seconded by Dean Hutton to approve the June 9, 2021 minutes. With no further discussion, the minutes were approved by a voice vote of the local Advisory Board.
5. **CBID and Financials Update:** Cheryl Cuming gave an update for the past month.
 - a. The summer promotion has started; no paid digital.
 - b. Over 73,000 web sessions, up 69% year over year
 - c. Top PR coverage continues to roll in – RoadTrippers and Thrillist. Journalists including link to Highway1DiscoveryRoute.com in articles.
 - d. Adding 2-3k people a month to email list
 - e. Hearst Castle not opening for 6-9 months due to road repair
 - f. Airbnb offering 75 minute virtual docent-led tour of Hearst Castle
 - g. Google My Business project coming to an end; hoping SLO CAL extends.
 - h. CBID Board meeting in person at Cambria Pines Lodge on July 28th
 - i. Replaced Covid info on summary with Content & Lead Resources
 - j. FarmsteadEd.com – open farm day tour on July 17th
 - k. Working with Central Coast State Parks Association (CCSPA) on first Western Monarch Butterfly Trail
 - l. TOT/Assessment June Y/Y: CBID +20%; Avila +126%
 - m. Avila Beach’s assessment collections were 19.96% of total contributions.
6. **Budget Update:** Stephanie Rowe confirmed that collections in May totaled \$19,539. Available funds (including the 2019-2020 carry-forward) total \$238,252. Funds after approved applications and anticipated expenses removed are \$185,054.
7. **Committee Reports:**

- a. Stewardship Travel for Good Update – Katie Sturtevant gave an update on what has been happening in the last year.
 1. Changed from Coastal Discovery Celebration to Season of Coastal Discovery during January-February. Featured North & South Travel for Good Itineraries; SF Gate article with direct links to Wildlife viewing tips.
 2. New Coastal Discovery Trail Map printed and distributed to lodging partners
 3. Updated Wildlife Viewing Tips and distributed
 4. Lead Gen Website – Fall 2021 will feature *Insider's Guide to Wildlife Viewing*; Spring 2022 will feature *Best Beaches Along Highway 1 Guide*
 5. Travel for Good Special Projects for 2021-2023 – Continue post-COVID messaging of wide-open spaces; new itineraries; Back to Nature Tours.
 6. Leverage program with Visit CA
 7. Travelers looking at environmental impact of their travel
 8. Send anything new for PR to Katie
- b. **TJA Activity Report/Website Analytics Update – John Sorgenfrei, Claudia Torkelson and Rick Turton:** John Sorgenfrei noted the newly revamped Avila map and Stephanie Rowe passed around a printed copy. John also recommended coming up with and pitching potential partnership opportunities to SLO Coast Wine. He will take the lead on this.

Claudia Torkelson reported on social media activity in the last month. We had a great month with big increases in impressions and engagements. Facebook fans increased by 108 fans to 78,861. Impressions up to 2,697,865/+4,212% and engagements up to 26,157/+682%. Video views (not to completion) at 2,262/+23% and video views (100%) at 312/+9%. She noted the top posts. Instagram gained 755 new followers for total of 32,368, with impressions up 525% and engagements up 63%. Showed top posts for Instagram. Currently running a paid campaign-Reach: 715,395 and Impressions: 1,323,155. YouTube has 458,100 lifetime video views, 565 monthly video views and 5.7 monthly hours watched. E-newsletter was about Avila Beach is Open, sent to our 25,924 subscribers with an unheard of open rate of 42.4%.

Rick Turton reported on the website stats from the last month. The website numbers were very good. The total visits for June were 26,486/+47% vs 18,027 for last June. Over 3,000 visitor sessions for Lodging, 10,339 for Hotels and 4,200 for Bob Jones Trail. We had 73% visitors on mobile devices which is very high. 6,600 mobile visitors went to our hotels and 2,700 went to vacation rentals.

8. Action/Discussion Items:

- a. **Review TJA Proposal for Co-op Opportunities with CBID:** Cheryl Cuming gave an overview of how the program came about. John Sorgenfrei reviewed the various opportunities: SEM Co-op - \$2,000; LFA Paid Co-op - \$2,500, \$2,500 match for \$5,000 total; LFA Tiered Packages - \$3,000; Total Co-op spend for Avila = \$7,500. The Board agreed to have TJA move forward on the program which will be paid out of the current budget.

9. Future Agenda Items/New Business:

- a. Consideration of SLO Coast Wine VIP Program Fund Application (August)

10. Closing Comments: None

11. Next ABTA Local Fund Advisory Board Meeting:

Dates: **August 11, 2021**
 Time: **10:00 am – 12:00 pm**
 Location: **Sycamore Mineral Springs Resort Boardroom**

12. Adjournment: The meeting was adjourned at 11:27 am.