

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

August 11, 2021 – Sycamore Mineral Springs Resort Boardroom, Avila Beach

Board Members Present:

Dean Hutton, Sycamore Mineral Springs Resort & Spa
Ken Kelly, Coastal Vacation Rentals

Others Present:

John Sorgenfrei, TJA Advertising
Claudia Torkelson, TJA Advertising (via Zoom)
Rick Turton, TJA Advertising
Stephanie Rowe, ABTA administrator
Kathleen Naughton, SLO Coast Wine Collective
Stephanie Lesinski, Sycamore Mineral Springs Resort

Board Members Absent:

Golda Escalante, Avila Lighthouse Suites (excused)

CBID: Cheryl Cuming

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1. **Call to Order:** by Chair Dean Hutton at 10:04 am.
 2. **Roll Call:** by Stephanie Rowe
 3. **Public Comment:** Stephanie Lesinski, Revenue Coordinator at Sycamore Mineral Springs Resort, introduced herself. She previously worked in the Santa Ynez wine AVA for 11 years. She has worked in the hotel business for almost 3 years and wanted to attend our meeting to participate in the SLO Coast Wine partnership discussion given her unique perspective.
 4. **Consent Items:** A motion was made by Ken Kelly and seconded by Dean Hutton to approve the July 14, 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. Website traffic strong - users 57,863/+51%; sessions 70,241/+45%
 - b. Doing a modified promotion for summer – only Search Engine Optimization (SEO)
 - c. Next campaign starts on September 15 will promote our top Hidden Secrets
 - d. Lead gen for hiking trails doing well
 - e. Google My Business program doing well – over 28M total views; 750K views per week
 - f. Great PR coverage from Sunset Magazine, Bay Area News Group, Fatherly and Trip Savvy
 - g. Will be creating 5 videos for social media with a different topic each month – first set is about beaches; next videos will be about wine
 - h. May not be having an August CBID meeting
 - i. Avila Beach’s assessment collections were 19.71% of total contributions.
 6. **Budget Update:** Stephanie Rowe confirmed that collections in June totaled \$23,933. Available funds (including the 2019-2020 carry-forward) total \$243,197. Funds after approved applications and anticipated expenses removed are \$241,327.
 7. **Committee Reports:**
 - a. **TJA Activity Report/Website Analytics Update – John Sorgenfrei, Claudia Torkelson and Rick Turton:** John Sorgenfrei reported that he recently stopped by Sycamore’s wonderful Secret Garden and suggested including it in promoting Avila’s top hidden secrets.

Claudia Torkelson reported on social media activity in the last month. Currently running paid social media ads so we don't lose the momentum we had from the past campaign. Saw a moderate decrease in engagements and impressions but still good numbers. Facebook fans decreased by 4 fans to 78,965. Impressions down to 1,685,938/-37.5% and engagements down to 10,400/-60%. Video views (not to completion) at 327/-85% and video views (100%) at 47/-84%. She noted the top posts. Instagram gained 296 new followers for total of 32,664, with impressions down 26% and engagements down 24.7%. Showed top posts for Instagram. Paid campaign for July, Reach: 767,259 and Impressions: 1,558,646. YouTube has 458,900 lifetime video views, 181 monthly video views and 1.6 monthly hours watched. No E-newsletter in July.

Rick Turton reported on the website stats from the last month. The website numbers were very good. The total unique visitors for July were 23,922 vs 17,311 for last July. Over 7,500 visitor sessions for Hotels, 2,530 for Vacation Rentals and 5,300 for Bob Jones Trail. We had 71% visitors on mobile devices which is higher than Rick's other clients. Search source Google 13,158 vs 11,686 last month. Top download links were the Loop Map at 306 and CrowdRiff with almost 18,000 galleries.

8. Action/Discussion Items:

- a. **Review of SLO Coast Wine Collective Partnership Fund Application:** Kathleen Naughton, Executive Director thanked the Board for the opportunity to present the proposal. She noted that their Board changed course at the last moment and decided to have Harvest on the Coast on November 5-6. They plan to have a scaled down event for 200-300 attendees from 800 in the past. The funding request is for \$10,000 with the breakdown as follows: \$3,000 for marketing with \$3,000 matching from SLO Coast Wine for total of \$6,000; \$1,000 for branding of Visit Avila Beach; \$5,000 sponsorship of Sparkling Wine Reception; \$1,000 toward "Stay in Avila" raffle drawing for those attendees staying in Avila. After much discussion, the Board asked Kathleen to provide a more detailed marketing plan targeted to out of area guests; to check if the raffle drawing is legal to allow only attendees who stay in Avila to participate; and lastly, how to encourage multiple night stays. Kathleen will go back to the SLO Coast Wine Board for their feedback and a special meeting will be convened on Thursday, August 19th at 1pm for final consideration of the proposal.

9. Future Agenda Items/New Business:

- a. Consideration of SLO Coast Wine Harvest on the Coast Fund Application (special meeting)
- b. Discuss Additional Partnership Opportunities with SLO Coast Wine Collective

10. Closing Comments: None

11. Next ABTA Local Fund Advisory Board Meeting(s):

Special Meeting

Dates: **August 19, 2021**
Time: **1:00 – 2:30 pm**
Location: **Sycamore Mineral Springs Resort Boardroom**

Monthly Board Meeting

Dates: **September 8, 2021**
Time: **10:00 am – 12:00 pm**
Location: **Sycamore Mineral Springs Resort Boardroom**

12. Adjournment: The meeting was adjourned at 12:02 pm.