

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

August 19, 2021 – Sycamore Mineral Springs Resort Boardroom, Avila Beach

**Board Members Present:**

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

**Others Present:**

John Sorgenfrei, TJA Advertising  
Claudia Torkelson, TJA Advertising (via Zoom)  
Kathleen Naughton, SLO Coast Wine Collective  
Stephanie Rowe, ABTA administrator

**Board Members Absent:** None

**CBID:** Cheryl Cuming not in attendance

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1. **Call to Order:** by Chair Dean Hutton at 1:02 pm.
2. **Roll Call:** by Stephanie Rowe
3. **Public Comment:** None
4. **Consent Items:** A motion was made by Ken Kelly and seconded by Dean Hutton to approve the August 11, 2021 minutes. With no further discussion, the minutes were approved by a voice vote of the local Advisory Board.
5. **Action/Discussion Items:**
  - a. **Consideration of SLO Coast Wine’s Harvest on the Coast Fund Application: Update as of 9/2/21: SLO Coast Wine has decided not to hold the in-person Harvest on the Coast event, therefore this funding is no longer needed.** Kathleen Naughton, Executive Director of SLO Coast Wine, presented an update about the event, as well as a proposed detailed marketing plan. Kathleen reported that her Board is concerned about having an in-person event with the recent COVID surge. They will decide on September 1<sup>st</sup> to either move forward with the in-person event or have an online auction. If they do an online auction, they will not be needing funding from the ABTA Board.

The proposed marketing plan will target the higher end wine lover and traveler and include the following elements: radio advertising, social media, and digital fencing campaigns. They will start with out-of-market advertising then move to in-market and stop when the allotted 250 tickets have been sold. The radio advertising originally called for KRUSH and KCBX stations, but John Sorgenfrei recommended, and Kathleen agreed, advertising with KCLU (local NPR) which covers Ventura County and Santa Barbara in place of KRUSH. The social media campaign will target adults ages 30-64, wine lovers at the highest income levels in Fresno/Bakersfield, San Jose, LA/OC and then SLO County. The digital fencing campaign originally proposed to create a digital fence around Avila Beach and Central Coast hotels and those who have visited a winery in the past year. Ken Kelly reminded Kathleen about including vacation rentals in the digital fencing. Kathleen will update the marketing plan to create a digital fence around all the Avila Beach area.

Kathleen noted that her Board wants to help encourage extended stays in Avila. Therefore, participating SLO Coast wineries will offer complimentary tastings to event attendees on Friday, November 5th and Sunday, November 7th. The complimentary tastings will be included in the

advertising campaign, so guests have ample time to make reservations. A limited number of wineries will allow walk-ins.

Kathleen noted that she was waiting for a return call from the State and/or County regarding the legality of holding a raffle drawing with only those who are staying in Avila. John suggested putting together an Avila Beach Getaway package for the live auction in place of the raffle drawing and the Board agreed. He also suggested hosting a wine influencer for the weekend. John and Claudia will work on a getaway package and wine influencer, and these items will be placed on the next agenda for board review. Kathleen will update the documents with the agreed upon changes and funding amount and send to Stephanie for submittal with the meeting minutes.

**A motion was made by Dean Hutton, and seconded by Ken Kelly, to approve \$9,000 to sponsor Harvest on the Coast, November 5-6, 2021, with the recommended changes to the radio advertising and digital fencing campaigns. The SLO Coast Wine Board will decide on September 1st if they are moving forward with the event due to the Covid surge. With no further discussion, the funding was approved by a unanimous voice vote of the local Advisory Board.**

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

- a. Discuss Avila Beach Getaway Package for Harvest on the Coast (Sept)
- b. Review Potential Wine Influencer for Harvest on the Coast weekend (Sept)
- c. Discuss Additional Partnership Opportunities with SLO Coast Wine Collective (Oct)
- d. Discuss Potential Destination Stewardship Program and Messaging

**7. Closing Comments:** None

**8. Next ABTA Local Fund Advisory Board Meeting:**

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

**9. Adjournment:** The meeting was adjourned at 2:01 pm.