

- c. **Stewardship Traveler Program – Katie Manley:** Katie noted that she attended a STP meeting last week where they shared ideas for attractions and activities. She would like to have a brainstorm meeting within the community for more ideas.

**8. Action/Discussion Items:**

- a. **SLO International Film Festival Application Review:** A motion was made by Katie Manley, and seconded by Charles Crellin, to approve \$4,500 for sponsorship of the 2013 SLO International Film Festival contingent upon the following:
  - 1. An Exclusive Offer for attendees to receive a 20% Discount on Film Festival passes if they stay at Avila Beach Lodging properties.
  - 2. Commitment of the following promotions:
    - 1. The Direct Mail postcards will prominently display this Exclusive Lodging Offer
    - 2. All Film Festival E-Blasts will prominently display this Exclusive Lodging Offer
    - 3. The Los Angeles Times Web Site Banner Ad will note on the banner itself--"Stay in Avila Beach and Get Discount Film Festival Passes"
    - 4. Facebook Ads will prominently display this Exclusive Lodging Offer
    - 5. Half-Page Advertisement in SLOIFF Program Guide
    - 6. Prominent Button on Film Festival HOME page, with link to VisitAvilaBeach.com Landing Page

With no further discussion, the sponsorship of the 2013 SLO International Film Festival was approved by unanimous voice vote of the local Advisory Board.

- b. **Amgen Tour of California Update:** Charles noted that the recent Avila Valley Advisory Council meeting was positive overall and County personnel seemed positive.
- c. **Budget Allocation Review:** Charles noted that he and Stephanie are working on this and will send proposed budget allocations to the board for review at the next meeting.
- d. **TJA Marketing/Media Proposal/Promotions Account/Journalist Hosting Account Review:** Charles confirmed that the board will discuss these items at the next meeting.
- e. **Media Rate Discussion:** Charles confirmed that this item will be discussed at the next meeting.
- f. **Travel Writer Expense Approval:** A motion was made by Kim Silverman-Hodge, and seconded by Charles Crellin, to approve the \$175.38 for the TJA travel writer invoice for Greg Aragon. With no further discussion, the travel writer invoice was approved by unanimous voice vote of the local Advisory Board.
- g. **Harvest Celebration \$500 Avila Vacation Giveaway Approval:** A motion was made by Charles Crellin, and seconded by Kim Silverman-Hodge, to ratify the \$500 for the Harvest Celebration Avila Beach Vacation Giveaway which was approved by Charles Crellin through the discretionary fund. With no further discussion, the Avila Beach Vacation Giveaway was ratified by unanimous voice vote of the local Advisory Board.
- h. **Identify Weather Station/Web Cam Location:** This item will be discussed at the next meeting.
- i. **Board Terms/Renewals:** A motion was made by Kim Silverman-Hodge, and seconded by Kim Silverman-Hodge, to accept Katie Manley's board renewal for another term through May 2014. With no further discussion, the board renewal was accepted by unanimous voice vote of the local Advisory Board.

A motion was made by Charles Crellin, and seconded by Charles Crellin, to accept Kim Silverman-Hodge's board renewal for another term through May 2014. With no further discussion, the board renewal was accepted by unanimous voice vote of the local Advisory Board.
- j. **TJA Activity Report/Website Analytics Update:** John and Rick passed out the latest activity report and website analytics but there was no time for review.

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

- a. Amgen Tour of California Update/Discussion
- b. Weather Station/Web Cam Location/Funding
- c. Budget Review