

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

February 12, 2014 – Sycamore Mineral Springs Resort Conference Room, Avila Beach

**Board Members Present:**

Charles Crellin, Sycamore Mineral Springs Resort  
Katie Manley, Avila Village Inn

**Others Present:**

John Sorgenfrei, TJA Advertising  
Kaci Knighton, TJA Advertising  
Rick Turton, TJA Advertising/Pacific Leisure  
Kalie Howard, Avila Lighthouse Suites  
Christopher King, Avila La Fonda  
Terence Concannon, Dolphin Bay Resort/Chardonnay Symposium  
Mary Foppiano, Avila Beach Civic Association  
Stephanie Rowe, ABTA admin

**Absent:**

**CBID:** Cheryl Cuming (CAO)

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1. **Call to Order:** by Chair Charles Crellin at 10:34 a.m.
2. **Public Comment:** Chris King confirmed that he will not be applying for a seat on the ABTA board.
3. **Consent Items:** The 1/8/14 minutes were approved for review and approval. A motion was made by Katie Manley, and seconded by Charles Crellin. With no further discussion, the 1/8 minutes were approved by a unanimous voice vote of the local Advisory Board.
4. **CBID Stat Summary and Financials Update: Cheryl Cuming**
  - a. Noted that the CBID has changed their strategy from creating a landing page to micro-site called Coastal Discovery Route.com because it has shown to be more successful. Combined with WCC.com there has been 450 unique visitors to the sites.
  - b. There was 18.2% STAY page views and almost 20,000 Facebook fans.
  - c. Cambria coordinating live cam sponsorship with two Fresno TV networks.
  - d. Coastal Discovery Month is promoting the Hearst Castle free film every weekend in February. CBID will assess whether it will continue Coastal Discovery Month during February every year as part of their Shoulder Season Campaign.
  - e. As part of the RFP process, three booking engine proposals were submitted to the CBID Board for review and approval.
  - f. Cheryl confirmed that Avila represented 16.89% of overall assessment collections for a total net income of \$38,115.65 less the carry forward.
5. **Budget Update:** Stephanie confirmed that collections for December totaled \$13,784.45. Current funds (including the 2012-2013 carry-forward) total \$273,608.31 and the available balance after approved applications and anticipated expenses taken out is \$158,776.60.
6. **Presentation(s):**
  - a. **Terence Concannon, 2014 Chardonnay Symposium:** Terence gave an overview of the event which will be held May 16-18, 2014 at Dolphin Bay Resort & Spa. He would like to expand the event next year and in five years expand to a 5-6 day event. Terence noted that he would like to partner with the ABTA to promote the event. John recommended that we could promote it on the VisitAvilaBeach Facebook page and website. Cheryl confirmed that she would promote on WineCoastCountry.com. Stephanie will ask constituents to promote on their websites.
  - b. **Mary Foppiano, 2013 Avila Winter Holiday Recap:** Mary noted that the event was not as successful as they hoped due to the cold weather. Some vendors cancelled and only 50 attendees came out during the evening festivities. She noted that the Art Festival on Saturday and the Doggie Parade on Sunday were successful. Rick confirmed that there were 720 views on the VisitAvilaBeach.com Winter Holiday landing page and only 22 referrals from the

online banner ad to the landing page. John suggested that there were so many holiday events in the County that it would be hard to get people to come to Avila and that perhaps we should focus on the upcoming Apple Festival.

- c. **Cheryl Cuming, How to Integrate Stewardship:** Cheryl gave an overview of options for our lodging partners to maximize their marketing results by integrating stewardship at their property. Cheryl also mentioned the upcoming Coastal Discovery Month activity "Sharks After Dark" at the Central Coast Aquarium on February 28<sup>th</sup>. Stephanie will send the marketing options to all constituents.

**7. Committee Reports:**

- a. **Outreach:** None
- b. **Events and Marketing – Katie Manley:** None
- c. **Stewardship Traveler Program – Katie Manley:** None

**8. Action/Discussion Items:**

- a. **Avila Lighthouse Suites Board Seat Application:** Kalie Howard, GM at Avila Lighthouse Suites submitted her board application.

A motion was made by Katie Manley, and seconded by Charles Crellin, to accept the application from Kalie Howard from the Avila Lighthouse Suites for a seat on the Avila Beach Tourism Alliance Advisory Board. With no further discussion, the application was accepted by unanimous voice vote of the local Advisory Board.

- b. **Co-op Marketing Opportunities Review:** John recommended that the board approve all the co-op programs that WineCoastCountry will be doing to increase awareness of the local destinations. The programs would include:
  - 1. Spring campaign with National Geo Traveler and Hot Spot Travel Newsletter
  - 2. Spring campaign with Bay Area News Group
  - 3. KTLA 5 Weekend News Getaway Giveaway
  - 4. September USAirways feature on events along the Highway 1 Discovery Route

A motion was made by Katie Manley, and seconded by Charles Crellin, to approve \$25,650 which will be funded from the TJA contract budget for the Co-operative Content Marketing Opportunities which will include the following: Spring campaign with National Geo Traveler and Hot Spot Travel Newsletter; Spring campaign with Bay Area News Group; KTLA 5 Weekend News Getaway Giveaway; and September US Airways feature on events along the Highway 1 Discovery Route. With no further discussion, the co-op marketing programs were approved by unanimous voice vote of the local Advisory Board.

- c. **TJA Activity Report/Website Analytics Update:** Kaci confirmed that she has set up the Trip Advisor destination page. She will send the link to Stephanie so it can be sent to constituents. There are 15,500 fans on Facebook and she continues to update on Facebook, Instagram, Pinterest and YouTube. Rick confirmed that there has been an 18% increase year-over-year for page views to VAB.com and a 13% increase year-over-year for website referrals.

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

- a. Surfing for Hope fund application
- b. Central Coast Oyster Festival fund application
- c. KTLA Getaway package and giveaway package for Hot Spot Travel
- d. Laptop for meetings
- e. Bird Sanctuary designation marketing
- f. Dennis Pfister, West Coast Bridge Tournament
- g. Photo Asset Shot List Review (after CBID completes photo shoot)

- 10. **Closing Comments:** The board confirmed that the April meeting will be moved to Wednesday, April 16<sup>th</sup>, 10:30am-12:00pm, Sycamore Mineral Springs Resort Boardroom instead of April 9<sup>th</sup>.

**11. Next ABTA Local Fund Advisory Committee Meeting:**

Date: March 12, 2014  
Time: 10:30 am – 12:00 pm  
Location: Sycamore Mineral Springs Resort Boardroom

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