

# Avila Beach Tourism Alliance

## Board Meeting Minutes

December 10, 2014 – Sycamore Mineral Springs Resort Conference Room, Avila Beach

### Board Members Present:

Charles Crellin, Sycamore Mineral Springs Resort  
Katie Manley, Avila Village Inn  
Kalie Howard, Avila Lighthouse Suites

### Others Present:

John Sorgenfrei, TJA Advertising  
Kaci Knighton, TJA Advertising  
Rick Turton, TJA Advertising  
Heather Muran, SLO Wine Country Association  
Phil D’Acri, SLO County Regional Airport  
Stephanie Rowe, ABTA admin

**Absent:** None

**CBID:** Cheryl Cuming (CAO)

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1. **Call to Order:** by Chair Charles Crellin at 10:33 a.m.
2. **Public Comment:** None
3. **Consent Items:** The November 12, 2014 minutes were approved for review and approval. A motion was made by Katie Manley, and seconded by Charles Crellin. With no further discussion, the 11/12 minutes were approved by a unanimous voice vote of the local Advisory Board.
4. **CBID Stat Summary and Financials Update: Cheryl Cuming**
  - a. The current promotion on WCC started on October 1 and has 4,000 entries
  - b. Quarterly TOT: CBID up 6.02% and Avila Beach up 6.85%; Avila at 16.97% of total assessments collected.
  - c. There is a new CBID logo which focuses on the California Highway 1 Discovery Route.
  - d. There are many press releases on the members site
  - e. CBID is hosting Coastal Discovery & Stewardship month kickoff event on January 24 at Hearst Castle Theater.
  - f. The final instructions for the Flickr photo library were sent to constituents
5. **Budget Update:** Stephanie confirmed that collections for October totaled \$14,031.44. Current funds (including the 2013-2014 carry-forward) total \$289,590.91 and the available balance after approved applications and anticipated expenses taken out is \$101,174.64.
6. **Presentation(s):**
  - a. **Heather Muran, Harvest on the Coast Recap:** There was a terrific turnout this year. The new name of the event aligns better with the area. There was a decrease of 271 tickets sold from 2013. Factors include: more competing local events, date change (one week later due to Halloween weekend), new them and name. Attendees were 50% local and 50% out of area. 50 tickets sold with promotion (down 20 from last year). Heather will be partnering with Visit California to promote events in April. She would like to present a fund application at the January meeting. Cheryl suggested tying the event with stewardship.
  - b. **Phil D’Acri, Airports Conference:** Avila Beach has provisionally been selected to host the Airports Conference, April 21-23, 2015. There will be 15-20 airlines represented with an estimated 150 attendees. SLO Airport was requesting main event sponsorship from the ABTA. The main event would

include Opening Night Wine and Beer reception followed by dinner. The board discussed that they may be interested in sponsoring the event after researching options and cost with local restaurants. The board would get back to Phil.

**7. Committee Reports:**

- a. **Outreach: Kalie Howard:** None
- b. **Events and Marketing – Katie Manley:** None
- c. **Stewardship Traveler Program – Katie Manley and Christopher King:** Cheryl noted that the CBID reconfirmed their commitment to the Stewardship Travel Program and KCBX was doing a radio show about the program on Thursday.

**8. Action/Discussion Items:**

- a. **Amgen 2015 Update:** Charles noted that constituents offered a total of 51 rooms for the Amgen pool. Charles was going to provide an update at the Amgen meeting that day. The board discussed the final amount they would sponsor for the event. The board had originally approved between \$20,000-\$25,000, not to exceed \$25,000.

**A motion was made by Katie Manley, and seconded by Kalie Howard, to approve the final funding amount of \$20,000 for the 2015 Amgen Tour of California Stage 4 Finish in Avila Beach on May 13, 2015. With no further discussion, the funding was approved by unanimous voice vote of the local Advisory Board.**

- b. **TJA Amgen Marketing Proposal Review:** John Sorgenfrei gave an overview of the proposed community awareness and marketing plan for the 2015 Amgen event. The main focus is on international exposure. There will also be a couple of community meetings to provide information and address questions.

**A motion was made by Katie Manley, and seconded by Kalie Howard, to approve funding not to exceed \$4,815 for the 2015 Amgen Tour of California marketing and community awareness plan. Total funding will come out of the TJA contingency budget. With no further discussion, the marketing plan funding was approved by unanimous voice vote of the local Advisory Board.**

- c. **Discovery Loop Map Draft Feedback:** The board reviewed the draft Discovery Loop Map and provided feedback. Stephanie will compile and send final feedback to Cheryl for revisions.
- d. **TJA Stewardship Video/TJA Activity Report / Website Analytics Update:** The board reviewed the student stewardship video. Rick noted that there were 200 visitors in the first month of the travel log.

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

- a. Amgen 2015 Update
- b. Airport Conference Main Event Sponsorship
- c. Heather Muran, SLO Wine Country Association 25<sup>th</sup> Anniversary Event Fund Application
- d. Wendy Eidson, SLO International Film Festival Fund Application
- e. Discovery Loop Map Printing
- f. Avila Apple Festival 2014 Recap
- g. Shoulder Season Event
- h. Discuss details for constituent and local businesses mixer

**10. Closing Comments:** None

**11. Next ABTA Local Fund Advisory Board Meeting:** ***Please note time change for this meeting only***

Date: January 14, 2014  
Time: **8:00 am – 9:30 am**  
Location: Sycamore Mineral Springs Resort Boardroom

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