

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

June 17, 2015 – 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  
Stephanie Rowe, ABTA admin

**Absent:** None

**CBID:** Cheryl Cuming (CAO)

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1. **Call to Order:** by Chair Charles Crellin at 10:30 a.m.
2. **Public Comment:** None
3. **Consent Items:** The May 6, 2015 minutes were approved for review and approval. A motion was made by Katie Manley, and seconded by Kalie Howard. With no further discussion, the 5/6 minutes were approved by a unanimous voice vote of the local Advisory Board.
4. **CBID and Financials Update:** Cheryl Cuming gave an update for the past month.
  - a. Quarterly TOT: CBID is up by 13.9% and Avila is up by 17.7%
  - b. Cambria has expanded the Discovery Loop project to include: Historical Architecture & Garden Loop, Hiking Trails Loop, and Beaches and Parks Loop.
  - c. Highway 1 will have road closures in the upcoming months. Cheryl will send the press release. She will ask Chuck Davison from VisitSLOCounty for communication regarding road closures.
  - d. Shared Assets Program Survey Results: Loop maps were very popular. On the Road with Jo series was moderately popular. CBID will focus on evolving the stewardship message in the future.
  - e. 2015-2016 CBID Plan Review: Plan highlights were reviewed. Cheryl will send the detailed plan. There are already 3,500 entries in the \$5,000 Getaway contest launched June 1. Will be evolving On the Road with Jo strategy. Lodging STAY page views declining so they are working on ways to increase.
  - f. Cheryl confirmed that Avila's assessments were 18.27% of the total collected.
5. **Budget Update:** Stephanie Rowe confirmed that collections for April and May totaled \$11,978.53 and \$13,835.74, respectively. Current funds (including the 2013-2014 carry-forward) total \$218,449.15 and the available balance after approved applications and anticipated expenses taken out is \$26,086.44. Stephanie noted that \$5,000 from the Giro matching funds will be put back into the fund and also the unused portion of the 2014-2015 TJA Contract.
6. **Committee Reports:**
  - a. **Outreach:** Kalie Howard: None
  - b. **Events and Marketing – Katie Manley:** None
  - c. **Stewardship Traveler Program – Katie Manley:** See 7c below.
7. **Action/Discussion Items:**
  - a. **VisitAvilaBeach.com Website Redesign Review:** Rick Turton gave an update on redesigning the website with a focus on animation and mobile readiness. The board provided positive feedback. It will be ready to launch within a month.

- b. **TJA Activity Report / Website Analytics Update / TJA Recap:** John Sorgenfrei gave a brief overview of the Chardonnay Symposium. He noted that ticket sales started out slow but then picked up at the end. Al in all, it was a pretty good event. He noted that the organizers need to decide what the event should be next year. Kaci Knighton gave a recap of last year's social media. Facebook fans increased from 25,120 to 48,217, a 91.95% increase. She reviewed Facebook and YouTube ad results. John Sorgenfrei gave an overview of the public relations and media outreach. Rick Turton gave an update on VAB.com website stats. May had the highest views ever. Kaci gave an update on social media in the last month.
- c. **Stewardship Traveler Weekend / Stewardship Beach Cleanup Publicity Discussion:** Katie Manley noted that she wants to work on a Stewardship Traveler Weekend that falls on the same weekend as the Bird Sanctuary Day in February. Katie will work with John Sorgenfrei on a marketing plan. Katie also noted that a group of sailors from the Naval Base in Lemoore, CA are planning to come to Avila on July 18 to do a beach cleanup. Katie asked if the board wanted to do any publicity. John noted that they could work on a press release, send a photographer to take pictures and write an article for the travel log. Cheryl noted that perhaps someone local would do a story on stewardship. The board discussed promoting stewardship through local schools, perhaps with the Central Coast Aquarium.
- d. **Piedras Blancas National Monument Resolution:** Cheryl Cuming gave an overview of the resolution. Piedras Blancas is currently designated as an Outstanding Natural Area. The resolution is asking for support to elevate the area to a California National Monument which will provide additional funds and resources.

**A motion was made by Katie Manley, and seconded by Kalie Howard, to approve the resolution to elevate the designation of *The Piedras Blancas Outstanding Natural Area to The Piedras Blancas California National Monument*. With no further discussion, the resolution was accepted by unanimous voice vote of the local Advisory Board.**

- e. **Savor Adventure Tour Update:** The board reviewed the latest "Take to the Sea from Avila Pier" Adventure Tour details sent to Cheryl Cuming from the organizers and whether they were sufficient to approve the invoice payment. The board determined that many details were still missing. Charles Crellin noted that he would contact the organizers for more detailed information.
- f. **Airport Conference Recap:** The board reviewed the recap sent by Terri Campbell for the conference held on April 21, 2015: 106 guests attended the opening dinner event; total attendees included 22 from airlines/47 from airports/7 corporate/22 Sixel staff/21 guests (including 7 children). Kalie Howard noted that they received positive feedback from attendees. Charles Crellin noted that he received positive feedback from attendees about the Avila community. Charles noted that he feels they received many benefits for sponsoring the opening night dinner.

- g. **Board Seat Renewal Acceptance:** Charles Crellin submitted a letter of interest to renew his board term.

**A motion was made by Kalie Howard, and seconded by Katie Manley, to accept the letter of renewal submitted by Charles Crellin to continue on the Avila Beach Tourism Alliance Advisory Board for another four year term ending May 23, 2019. With no further discussion, the renewal letter was accepted by unanimous voice vote of the local Advisory Board.**

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

- a. Harvest on the Coast 2015 Sponsorship Application
- b. Chardonnay Symposium 2015 Recap
- c. Amgen 2015 Recap

**9. Closing Comments:** None

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

Date: July 8, 2015  
 Time: 10:30 am – 12:00 pm  
 Location: Sycamore Mineral Springs Resort Boardroom

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