

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

April 8, 2015 – 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  
Linda Parker-Sanpei, Parker-Sanpei Public Relations  
John King, King Ventures  
Stacie Jacob, VisitSLOCounty  
Stephanie Rowe, ABTA admin

**Absent:** Kalie Howard, Avila Lighthouse Suites (excused)

**CBID:** Cheryl Cuming (CAO)

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1. **Call to Order:** by Chair Charles Crellin at 10:36 a.m.
2. **Public Comment:** None
3. **Consent Items:** The March 11, 2015 minutes were approved for review and approval. A motion was made by Charles Crellin, and seconded by Katie Manley. With no further discussion, the 3/11 minutes were approved by a unanimous voice vote of the local Advisory Board.
4. **CBID and Financials Update: Cheryl Cuming**
  - a. There was an expected drop in average visitors because the contest ended.
  - b. The Avila Beach destination page had 3,218 page views.
  - c. Kaci created 26% of traffic for Facebook
  - d. Guest bloggers Carolyn Skinder and Sara Liss posted stories about the area.
  - e. Admins got together for their quarterly meeting.
  - f. Los Osos Outreach Committee making progress on infrastructure projects
  - g. Local Fund Input Form: CBID is asking for feedback from board members regarding programs and tools that are important to them. Form due by April 30.
  - h. Coastal Discovery & Stewardship Month Recap: Cheryl gave summary of 6-week promotion.
  - i. Cheryl confirmed that as of January assessments collected were 17.71% of the total collected.
5. **Budget Update:** Stephanie Rowe confirmed that collections for February totaled \$8,153.66. Current funds (including the 2013-2014 carry-forward) total \$298,437.33 and the available balance after approved applications and anticipated expenses taken out is \$92,477.90.
6. **Committee Reports:**
  - a. **Outreach: Kalie Howard:** None
  - b. **Events and Marketing – Katie Manley:** None
  - c. **Stewardship Traveler Program – Katie Manley and Christopher King:** None
7. **Presentations:**
  - a. **Linda Parker-Sanpei, 2015 Chardonnay Symposium Update:** Linda gave an update. There will be 14 events up from 3 last year. She showed the website listing the events. They are anticipating 44 vintners at each event and are talking to top chefs to headline. She distributed copies of the Panel

Tasting and SOMM magazines that showed the event and the full page ad. Kaci Knighton is doing a lot of Facebook promotion for the event. They are working on shuttle service between Avila Beach, Pismo Beach and Edna Valley. Rack cards will be distributed to constituents. Stephanie Rowe will work with Linda to send out tool kit and discount code to constituents.

- b. **Stacie Jacob, 2015 Savor Adventure Tour Sponsorship Opportunities:** Stacie reviewed the concept and individual tour ideas. The idea of the adventure tours is that they will provide a hands-on intimate experience for attendees on Thursday, September 24 or Friday, September 25 prior to the main event on September 26. Requested investment is \$3,000 per tour. Lunch hosts will receive a \$15 per guest stipend for hosting. Staci noted that Sunset is their strong marketing arm but VisitSLOCounty produces the event. She also noted that they are moving to a management company in order to leverage their resources. Four adventure tour concepts were presented.

## 8. Action/Discussion Items:

- a. **Savor Adventure Tour Sponsorship Opportunities Review:** The board discussed the Take to the Sea from Avila Pier concept where guests would explore the Avila Bay and then have lunch on the pier. They also discussed having the adventure tour on Friday, September 25.

**A motion was made by Katie Manley, and seconded by Charles Crellin, to approve \$3,000 to sponsor the Savor Adventure Tour "Take to the Sea from Avila Pier" on Friday, September 25, 2015. With no further discussion, the adventure tour was approved by unanimous voice vote of the local Advisory Board. Kalie Howard was not present at the meeting to vote.**

- b. **TJA Contract Renewal Proposal Review:** John Sorgenfrei gave an overview of the proposal. He noted that it was similar to last year with the same goals: to differentiate Avila Beach, build a sustainable brand message, and increase overnight stays. He clarified that the co-op opportunities would be with other lodging properties and the co-op advertising would be with WineCoastCountry. John noted that the VAB.com website needed to be updated and refreshed after 3 years. Rick Turton would be able to start working on it immediately. He would also work on an updated mobile site. John King noted that there should be more funds in the contingency budget, closer to \$50,000 for unexpected items. John Sorgenfrei will send an updated proposal.

**A motion was made by Charles Crellin, and seconded by Katie Manley, to approve an investment not to exceed \$150,000 for the TJA Marketing and Media Plan for the time period of May 1, 2015 – April 30, 2016. With no further discussion, the marketing and media plan was approved by unanimous voice vote of the local Advisory Board. Kalie Howard was not present at the meeting to vote.**

- c. **Amgen 2015 Update/ABTA Meeting Reschedule:** John Sorgenfrei noted that the Avila Community News ran an Amgen article in the April issue. The May issue will have detailed information about the event. He noted that the 30 second spot was redone and the ad for the program was completed. Rick Turton noted that the landing page was being redone also. Charles Crellin noted that the Giro Cycling Festival organizers purchased a booth at the Lifestyle Festival. The board discussed moving the next ABTA meeting because it landed on May 13, the same day as the Amgen Tour. The meeting was rescheduled to May 6<sup>th</sup>, 10:30am-noon. John King asked if the board had an outreach committee to work on events. This item will be placed on the next agenda.

- d. **Board Term Renewal Acceptance:** Charles Crellin submitted his letter of interest to continue on the Advisory Board.

**A motion was made by Katie Manley, and seconded by Charles Crellin, to accept the letter of interest submitted by Charles Crellin to continue on the Avila Beach Tourism Alliance Advisory Board for the term ending May 23, 2019. With no further discussion, the letter was accepted by unanimous voice vote of the local Advisory Board. Kalie Howard was not present at the meeting to vote.**

- e. **TJA Activity Report / Website Analytics Update:** Kaci Knighton gave an update on social media. Current Facebook fans are at 48,294 with a reach of 238,294. She continues to post to Facebook,

Pinterest, Instagram and YouTube. Rick Turton gave an update on VAB.com website stats. He noted that a third of the visitors are on a mobile site so they need to address the mobile folks.

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

- a. Chardonnay Symposium Update
- b. Amgen 2015 Update
- c. Travel Show video co-op opportunities
- d. Di Strachan, Stewardship Travel Program Update
- e. Form Outreach Committee for events

**10. Closing Comments:** None

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

Date: May 6, 2015  
Time: 10:30 am – 12:00 pm  
Location: Sycamore Mineral Springs Resort Boardroom

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