

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

July 6, 2016 – Sycamore Mineral Springs Resort Conference Room, Avila Beach

**Board Members Present:**

Charles Crellin, Sycamore Mineral Springs Resort  
Christopher King, 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  
Mary Foppiano, Avila Beach Civic Association  
Linda Parker-Sanpei, Parker-Sanpei Public Relations

**Absent:**None

**CBID:** Cheryl Cuming (CAO)

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1. **Call to Order:** by board chair Charles Crellin at 10:05 a.m.
2. **Public Comment:** None
3. **Consent Items:** The June 8, 2016 minutes were approved for review and approval. A motion was made by Kalie Howard, and seconded by Chris King. With no further discussion, the June 8th 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. Cheryl noted that the CBID Board asked for a breakout of money spent for each local fund which is represented on the update.
  - b. An update to the fund application is in process with additional questions on event funding.
  - c. TOT increased 4.9% year-over-year. Cheryl encouraged the board to look at the Member's Report for more details.
  - d. VSLOC, EVC and the SLO County Airport have confirmed a new Alaska Airline route from SLO to Seattle which will begin in Spring 2017.
  - e. Cheryl reviewed the Spring Campaign Summary. There will be an all marketing firm meeting on July 12. Over 9,000 names were added to the eblast list. Paid digital impressions were at 34,700,000 which brings people to the website. She encouraged the board to view the Donovan Family video regarding multi-generational vacations in the area.
5. **Budget Update:** Stephanie Rowe confirmed that collections in May totaled \$11,452.02. Current funds (including the 2014-2015 carry-forward) total \$158,546.62 and the available balance after approved applications and anticipated expenses taken out is (\$98,291.82). After the estimated return of the unused funds from the TJA Advertising contract is added, \$52,106.22, the available balance is (\$46,185.60).
6. **Committee Reports:**
  - a. **Stewardship Traveler Program – Katie Sturtevant & Christopher King:**
    1. **Cal Poly Upward Bound Beach Cleanup** - Chris noted that he is waiting for final permit approval from the Harbor District for the beach cleanup on July 15<sup>th</sup>. He is not inviting the Avila lodging properties due to insurance concerns.

- b. TJA Activity Report/Website Analytics Update – John Sorgenfrei, Kaci Knighton, Rick Turton:** Rick showed the new Avila video the Board funded. The Board asked for a couple of edits which included removing the KOA image and adding Sycamore Hot Springs and Avila Valley Barn. Kaci gave an update on social media in the last month. Facebook fans are at 59,302. The most popular post was about Sycamore Mineral Springs Resort. John asked Kaci to research the most popular posts for the upcoming marketing meeting. Instagram has significantly increased and is becoming more popular than Facebook. Kaci noted from the charts that our fans are 29% male and 71% female. Rick noted that our website stats are business as usual. Avila Beach hotels was the highest search. There has been a drop in visitors but more referrals to lodging which has more quality leads. Charles Crellin asked how to increase traffic. John noted that we can do more web ads and contests.

## 7. Presentations:

- a. Linda Parker-Sanpei, Chardonnay Symposium 2016 Recap:** Linda presented a recap of the event held May 12-14, 2016 in Avila Beach, Pismo Beach and Edna Valley. There was a 50% increase in attendance from last year which means the event will be in the black instead of the red this year. There was a large increase in attendees from the Bay Area which is attributed to digital advertising and Yelp. There has already been interest to come back for next year. There was an issue with so many different locations and the logistics of getting a finite number of wine glasses cleaned and to the next location which will be addressed next year. John Sorgenfrei noted that next year they would perhaps focus on social media instead of Wine Enthusiast, on more retail sommeliers and more on the international component promoting our area as a wine destination. Charles Crellin asked if there would be a decreasing support outline. He noted that the lodging properties did not see an uptick in room stays based on the \$30,000 sponsorship funding. He also noted that the Board was told in the beginning that funding would be decreased as the event became more popular and would become self-funding. Linda Parker-Sanpei noted that she would like to present a proposal at the August meeting for 2017 funding and will include an outline for decreasing support.

## 8. Action/Discussion Items:

- a. Avila Apple Festival Fund Application Consideration:** Mary Foppiano gave an overview of the event to be held on September 17-18, 2016. The event will include a Farm-to-Table Dinner at the Avila Valley Barn on Saturday, September 17 and the Apple Festival on the Avila Promenade on Sunday, September 18. Funds requested: \$3,215 for out of area marketing of the event. Charles Crellin noted that the weekend of the event is already a busy weekend for lodging. Chris King noted that while it's a great event, most rooms are already sold out and it would be better if held in October. Mary noted that the Apple Orchards have harvest in October and November and would not be able to participate. It was agreed that the event could be supported through social media and website promotion between Visit Avila Beach and the Highway 1 Discovery Route which would surpass the funding requested for out of area marketing. Stephanie Rowe will work with Andrea Bradford on next steps.
- b. Marketing Strategy Meeting Update/Catering Funding Review:** Stephanie Rowe noted that Charles will be working on a draft agenda for the meeting on Wednesday, July 20<sup>th</sup>, 8-10am and will send out for input. Catering funding was not requested.
- c. SLO GranFondo or SLO Ultra Updates/Contest Review:** Kaci Knighton noted that we were given two race entries for the SLO GranFondo by Samantha Pruitt and wanted to know if she could put a contest package together to give away on social media. **The Board agreed to have Kaci put together a Grand Prize package including a night's stay at lodging of winner's choosing and a choice of massage or hot tub which will come out of the current TJA budget.** Kaci would work with Samantha Pruitt to promote on social media. Stephanie Rowe noted that she is working with Samantha to link their race pages to our SLO Ultra and SLO GranFondo landing pages. The landing

pages include the lodging specials being offered for the events. Cheryl Cuming asked that Samantha present a methodology for tracking room stays for each event. Samantha will be invited to give an update at the next meeting.

- d. **Board Seat Renewal Acceptance:** Cheryl Cuming noted that Kalie Howard's board seat is up for renewal. Kalie's letter of interest was presented to the Board.

**A motion was made by Charles Crellin, and seconded by Chris King, to accept the letter of interest submitted by Kalie Howard to continue on the Avila Beach Tourism Alliance Advisory Board for the term ending May 23, 2017. With no further discussion, the renewal letter was accepted by unanimous voice vote of the local Advisory Board.**

- e. **Admin Services Additional Hours Review:** Stephanie Rowe noted that during the months of January and February, based on the workload required, she went over the allotted 50 hours per month. She noted that in order to get the required work done within the next three months, an additional 39 hours were needed to bridge the gap to the end of her contract on August 31.

**A motion was made by Christopher King, and seconded by Kalie Howard, to approve \$975 for a total of 39 additional admin services hours towards Stephanie Rowe's current contract ending August 31, 2016. With no further discussion, the additional hours were approved by a unanimous voice vote of the local Advisory Board.**

- f. **TJA Advertising Projects:** John Sorgenfrei gave an overview of opportunities for ads in two Bay Area publications. He recommended that the board place a one page ad and advertorial in Reveal magazine which is an insert in the San Francisco Chronicle. Cost including design not to exceed \$3,000. John also recommended the board place a one page ad and advertorial in Diablo Magazine for a cost not to exceed \$4,800. The ABTA Board agreed to move forward on the Reveal magazine ad/advertorial but not the Diablo magazine. They asked for more lead time in the future.

**A motion was made by Chris King, and seconded by Charles Crellin, to approve a not to exceed amount of \$3,000 for a one-page ad and advertorial in the San Francisco Chronicle's Reveal magazine. With no further discussion, the ad/advertorial was approved by unanimous voice vote of the local Advisory Board.**

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

- a. Whale Trail Sign Update
- b. 2017 Chardonnay Symposium Proposal (Aug)
- c. 2017 Chardonnay Symposium Fund Application Consideration (Sept)
- d. Marketing Report Card Next Steps
- e. Cal Poly Upward Bound Beach Cleanup Update
- f. Follow-up and Next Steps from Marketing Strategy Meeting
- g. SLO Ultra and SLO GranFondo Updates / Methodology for Tracking Room Stays
- h. Admin Services Contract Renewal Review
- i. Bubblyfest Recap (after Sept)
- j. SLO Ultra and SLO GranFondo Recap and Follow-up Process (after Nov)
- k. Harvest on the Coast Recap (Dec)

**10. Closing Comments:** None

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

Date: July 20, 2016  
Time: 8:00 am – 10:00 am  
Location: Sycamore Mineral Springs Resort Boardroom

**12. Adjournment:** The meeting was adjourned at 11:55 am.