

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

April 13, 2016 – Sycamore Mineral Springs Resort Conference Room, Avila Beach

Board Members Present:

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

Others Present:

John Sorgenfrei, TJA Advertising
Kaci Knighton, TJA Advertising
Rick Turton, TJA Advertising
Stephanie Rowe, ABTA admin
Shirley Goetz, Avila Beach Bird Sanctuary
Christopher King, Avila Village Inn

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

CBID: Cheryl Cuming (CAO)

1. **Call to Order:** by board chair Charles Crellin at 10:04 a.m.
2. **Public Comment:** None
3. **Consent Items:** Tabled until next meeting.
4. **CBID and Financials Update:** Cheryl Cuming gave an update for the past month.
 - a. The CBID Board had a retreat in January where they discussed their 5-year vision and what they wanted the organization to look like. Cheryl gave a summary of the vision. They will be using this as the cornerstone and basis for their marketing plan.
 - b. The 3rd annual Coastal Discovery and Stewardship Celebration was a success. Cheryl gave an overview of increased hotel packages sold, digital performance, constituent outreach and activities and events. CBID will probably continue the campaign next year.
 - c. Cheryl confirmed that Avila's assessments were 17.02% of the total collected.
5. **Budget Update:** Stephanie Rowe confirmed that collections in February totaled \$9,764.11. Current funds (including the 2014-2015 carry-forward) total \$213,563.79 and the available balance after approved applications and anticipated expenses taken out is \$68,951.35.
6. **Committee Reports:**
 - a. **Outreach: Kalie Howard:** None
 - b. **Events and Marketing – Katie Manley:** None
 - c. **Stewardship Traveler Program – Katie Manley & Christopher King:** Katie noted that Di Strachan will be at the meeting next month. Chris King noted that they would be offering a second installment stewardship travel workshop in May.
 - d. **TJA Activity Report/Website Analytics Update – John Sorgenfrei, Kaci Knighton, Rick Turton:**

Kaci Knighton gave an update on social media in the last month. Facebook fans are at 58k and she is linking all posts to Instagram. Avila Beach Instagram has 5,000 followers so there's a lot more interaction. Pinterest has 227 followers. Rick Turton gave an update on website stats. Most people visited the Avila lodging pages. There has been a big increase in visitors

to the vacation rental pages. Rick also showed a 360 Degree Video App and how it could be used in future marketing efforts.

7. Presentations:

- a. **Shirley Goetz, Avila Beach Bird Sanctuary Day:** Shirley Goetz, founder of the Avila Beach Bird Sanctuary noted that the Avila Beach Bird Sanctuary Day was more successful than last year. There were around 55 attendees vs 37 in 2015 and it is expected to grow. Charles Crellin will work with Shirley outside of the ABTA to help raise funds for next year's event.
- b. **Samantha Pruitt, SLO Ultra Race and SLO GranFondo Bike Race Updates:** Samantha noted that 700 out of 900 slots have been sold for the SLO Ultra Race. They will be showing a movie on Friday night which will encourage attendees to arrive the night before the event. They are marketing nationally and internationally and marketing material has been distributed. There was discussion about making sure the ABTA logo clicks to the VisitAvilaBeach.com webpage and that it is prominently displayed. Also that the messaging is effective and encourages stays in Avila Beach. For the SLO GranFondo, Samantha noted the 200 of 1,200 tickets have been sold. There has been online advertising, social media contests and 125k rack cards distributed promoting the event. They have also hired a new video company to produce a new video. John Sorgenfrei will work with Samantha on the messaging and landing pages for each event. John will also present some new logo designs that will be more effective in these types of marketing efforts.

8. Action/Discussion Items:

- a. **2016 BubblyFest Fund Application Consideration:** Tabled until next meeting when all board members are present.
- b. **Discussion about Marketing Report Card:** Cheryl Cuming gave an overview of the marketing report card. She noted that it is a tool for the board to provide feedback to the marketing firm. Charles Crellin and Stephanie Rowe will make appropriate edits to the form and send out to the board. Stephanie will roll up the feedback and report at the next meeting. TJA will then respond at a subsequent meeting with recommendations for improvement.
- c. **TJA Advertising Contract Renewal Consideration:** John Sorgenfrei had presented the proposal at last month's meeting on March 2. He gave an overview of the 2016-2017 proposal for a total investment of \$169,600.

A motion was made by Katie Manley, and seconded by Charles Crellin, to approve an investment not to exceed \$169,600 for the proposed TJA Advertising Marketing and Media Plan for the time period of May 1, 2016 through April 30, 2017. 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.

- d. **Discussion about Branding Avila as Athletic Destination:** John Sorgenfrei noted that after a recent brainstorm session, they came up with an idea for a tagline, "Avila Beach - Nature's Ultimate Training Ground". He passed around a mockup of potential artwork for the board to see. The board agreed that they liked the tagline and the direction of the artwork. Charles Crellin noted that a special meeting would be scheduled for the board and TJA to define a branding strategy and consistent messaging.
- e. **2016 Chardonnay Symposium Update:** Charles Crellin noted that everything is in place, they just need to sell tickets. John Sorgenfrei noted that 11,000 people have gone from Facebook to the Eventbrite page.
- f. **Whale Trail Interpretive Sign Update:** Ran out of time for update.

a. **Discuss Strategy for Collected Emails:** Ran out of time for discussion.

b. **TJA Advertising Projects:** None

9. Future Agenda Items/New Business:

- a. Whale Trail Sign Update
- b. Chardonnay Symposium Update
- c. BubblyFest Fund Application Consideration
- d. Marketing Report Card Results
- e. Stewardship Travel Tote Bag Funding Consideration
- f. Collected Emails Strategy Discussion
- g. Updated Logo Designs
- h. Harvest on the Coast Fund Application

10. Closing Comments: None

11. Next ABTA Local Fund Advisory Board Meeting:

Date: May 11, 2016

Time: 10:00 am - 11:30 am

Location: Sycamore Mineral Springs Resort Boardroom

12. Adjournment: The meeting was adjourned at 11:50 am.