

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

November 10, 2021 – Video Conference due to COVID-19 Pandemic

Board Members Present:

Dean Hutton, Sycamore Mineral Springs Resort & Spa
Ken Kelly, Coastal Vacation Rentals
Golda Escalante, Avila Lighthouse Suites

Others Present:

John Sorgenfrei, TJA Advertising
Claudia Torkelson, TJA Advertising
Rick Turton, TJA Advertising
Stephanie Rowe, ABTA administrator

Board Members Absent: None

CBID: Cheryl Cuming

1. **Call to Order:** by Chair Dean Hutton at 10:02 am.
2. **Roll Call:** by Stephanie Rowe
3. **Public Comment:** None
4. **Consent Items:** A motion was made by Golda Escalante and seconded by Dean Hutton to approve the October 13, 2021 minutes. With no further discussion, the minutes were approved by a voice vote of the local Advisory Board.
5. **CBID and Financials Update:** Cheryl Cuming gave an update for the past month.
 - a. Continued success with paid media – the Hidden Secrets Campaign has been the most successful advertising campaign so far with a lot of engagement. Have collected almost 8,000 new email addresses since mid-September.
 - b. Website traffic up - users 91,545/+124% Y/Y; sessions 106,261/+122% Y/Y
 - c. The next All Agency/LFA meeting on November 12 will discuss how to integrate the Hidden Secrets approach with the next campaign, Season of Coastal Discovery.
 - d. TOT/Assessment comparing Avila July-Sept 2019/2020/2021 collections: 2019-\$667,000; 2020-\$878,500; 2021-\$1,041,000.
 - e. Google campaign doing well, including Discovery Ads and millions of views through additional content on Google My Business.
 - f. PR continues to attract big wins with articles in Smithsonian Magazine, Washington Post, Forbes, AAA Magazine and Lonely Planet.
 - g. Avila Beach's assessment collections were 22.47% of overall total contributions.
6. **Budget Update:** Stephanie Rowe confirmed that collections in September totaled \$28,932. Available funds (including the 2020-2021 carry-forward) total \$328,259. Funds after approved applications and anticipated expenses removed total \$104,129.
7. **Committee Reports:**
 - a. **TJA Activity Report/Website Analytics Update – John Sorgenfrei, Claudia Torkelson and Rick Turton:**
John Sorgenfrei noted that at the next meeting in January, he will present the SF Gate Campaign proposal to the Board to coincide with Season of Coastal Discovery, and then later perhaps run a Spring campaign in LA Times.

Claudia Torkelson reported on social media activity in the last month. October was a solid month due to the continuation of social media ads. Facebook fans decreased slightly by 48 fans to 78,840. Impressions down slightly to 1,028,911/-26% and engagements up to 28,102/+354%. Video views (not to completion) at 390/+122% and video views (100%) at 133/+224%. She noted the top posts. Instagram gained 124 new followers for a total of 33,262, with impressions down to 286,910/-68% and engagements up to 13,555/+1%. She noted the top posts for Instagram. YouTube increased last month to 459,500 lifetime video views, down to 107 monthly video views and 1.1 average monthly hours watched. Our paid carousel ad campaign was about Avila Beach Hidden Gems with a reach of 146,061, impressions of 242,976 and link clicks of 1,878. There was no e-newsletter sent in October.

Rick Turton reported on the website stats from the last month. The website numbers were really strong. The total unique visitors for October were 18,709 vs 9,935 last October for an 88% increase year-over-year. Search was down to 42.63% of all of our traffic sources and but social media was up to 29.72% due to the LFA Imperative with LA Times and Facebook. Rick will share results with Lori Keller. We had 73% visitors on mobile devices which is very high. Rick is working on the revamp of our website to make sure it is mobile-friendly. We saw top mobile views of 2,286 for Hotels, 2,286 for Events, and 2,105 for Bob Jones Trail, high as usual. We had 1,560 paid search visits for 4.76 paid search pages/visit, which is almost a full page average better than the site wide average. Search sessions were up by 31% Y/Y with the LA Times as referral source for almost 4,000 sessions. Outbound link tracking showed top download links were the Loop Map which has been downloaded 2,555 times and the Hiking Trail Map 484 times for the year. CrowdRiff is doing really well with 115,000 interactions for the year. Lodging referrals were up 41% for October and the total for this year's referrals has already passed the total for all of last year. Cheryl noted that Los Osos shared the Hidden Secrets Map on Facebook and collected almost 500 new emails, so perhaps Avila would like to do something similar. Rick also showed highlights of the revamped VisitAvilaBeach.com website that will be launching soon.

8. Action/Discussion Items:

- a. None

9. Future Agenda Items/New Business:

- a. Review of SF Gate Campaign Proposal from TJA Advertising (Jan)
- b. Follow-up Report from "SLO Coast Wine VIP" Promotion (by April meeting)

10. Closing Comments:

- a. Cheryl Cuming noted that the CBID Board approved the "SLO Coast Wine VIP" Promotion but wants to see the follow-up report when submitted to ensure that the value of the program exceeded the amount funded.
- b. Ken Kelly noted that they are trying to buy back their building from Pismo Beach now that the parking lot project has been dropped. They have a Change.org petition on their Facebook page.

11. Next ABTA Local Fund Advisory Board Meeting(s):

Date: **December 8, 2021 Meeting Canceled**
Time: **10:00 am – 12:00 pm**
Location: **Zoom**

Date: **January 12, 2022**
Time: **10:00 am – 12:00 pm**
Location: **Zoom**

12. Adjournment: The meeting was adjourned at 10:33 am.