

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

August 10, 2022 – Video conference hybrid meeting due to COVID-19 Pandemic
Public meeting location at Sycamore Mineral Springs Resort Boardroom

Board Members Present:

Dean Hutton, Sycamore Mineral Springs Resort & Spa
Ken Kelly, Coastal Vacation Rentals

Others Present:

John Sorgenfrei, TJA Advertising
Claudia Torkelson, TJA Advertising
Rick Turton, TJA Advertising
Stephanie Rowe, ABTA administrator
Kathleen Naughton, SLO Coast Wine Collective

Board Members Absent: Golda Escalante (excused)
Avila Lighthouse Suites

CBID: Cheryl Cuming

1. **Call to Order:** by Chair Dean Hutton at 10:06 am.
2. **Roll Call:** by Stephanie Rowe
3. **Public Comment:** None
4. **Consent Items:** A motion was made by Dean Hutton and seconded by Ken Kelly to approve the July 13, 2022 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. Completing transition from Highway 1 Discovery Route to Highway 1 Road Trip. It will be a redirect and change in focus for search engine optimization. Feels like there is a lot of opportunity based on the number of searches for Highway 1 Road Trip. Brand has done well for web traffic; over 66,000 sessions and 117,000 total page views in August.
 - b. New campaign for Highway 1 Road Trip will launch on August 15. Toolkit available on Member page.
 - c. Avila Beach's assessment collections were 19.25% of overall total contributions for the 2021-2022 fiscal year.
6. **Budget Update:** Stephanie Rowe reported that collections in June totaled \$22,885. Available funds (including the carry-forward) total \$298,589. This will be the carry-forward for the 2022-2023 budget. Funds after approved applications and anticipated expenses removed total \$296,033.
7. **Committee Reports:**
 - a. **TJA Activity Report/Website Analytics Update – John Sorgenfrei, Claudia Torkelson and Rick Turton:** John Sorgenfrei presented a recap of the spring LA Times campaign targeting and geo-targeting our markets in Southern California. The campaign did really well with quite a few impressions and click-throughs to our website. John discovered that the email tactic did not take place so they will do that in the fall.

John also reviewed the proposal for a SF Gate campaign in the fall. The special supplement Travel Highway 1 campaign would include one article high impact, 1M impressions targeted (150,000

impressions Travel Hwy 1), 5,500 guaranteed engagements, and Half Page Travel Hwy 1 SF Chronicle on 10/16/22. Total Investment for the campaign is \$11,500. **The board agreed to have John move forward with the SF Gate fall campaign to be paid from the current TJA budget.** Cheryl Cuming will check to see if CBID will be participating in the campaign.

Claudia Torkelson reported on the social media activity in the last month. She reminded the board that the numbers went down due to the decrease in spend but still had a really good month. Facebook fans increased by 60 fans to 78,881. Total Impressions down to 367,486/-65% and engagements down to 12,087/-55%. Videos watched up to 62,768/+35% due to new videos from the Glocally partnership. She noted the top posts. Instagram gained 419 new followers for a total of 37,125, with impressions down to 425,000/-58% and engagements up to 6,400/+5%. She noted the top posts for Instagram. She has been seeing great success using carousel photos and videos from Glocally and has been linking people who click on them directly to the lodging page. YouTube increased last month to 460,674/+12% lifetime video views, up to 212 monthly video views and 1.7 average monthly hours watched. She listed the top five videos and confirmed that they were all organic views, but she continues to monitor to see if it might make sense to do YouTube ads in the future. Cheryl Cuming noted that they are currently testing Connected TV and will keep everyone apprised of the outcome. The blog was about the Avila Beach Doggie Parade on July 4th. She also showed the LocalHood Stories that she created which helps with our SEO.

Rick Turton reported on the website stats for the month. The total unique visitors for July were 27,000 vs 24,000 for a 13% increase year-over-year and 16.5% increase in total visitors year-to-date. He checked to see where the web traffic came from in California. He reported that the top two areas were the LA area and then San Jose. He noted that traffic sources were 55% from search so not much else going on except the Facebook/IG ads at 15.53%. Paid search was around 10% of all of our sessions. Top page views were typical with Avila Hotels and Avila Events in the top two. For the year, the most visited page was Avila Lodging Specials with over 33,000 views. We had 78% visitors on mobile devices in July. Views on mobile for Hotels and Lodging Specials decreased from June to July which is typical. Paid search looks like a mistake so he will go back and correct it. Organic search up almost 6% from last year and almost 19% total year-to-date. Lodging links dropped a bit from June to July which is also typical. CrowdRiff galleries continue to do well with 15,000 views. Lodging referrals were down -24% with 4,668 this year vs. 6,144 last year but overall, we are up 134/0.41% referral sessions for the year. Rick reported that the Google 3rd Party Cookie Phaseout has been pushed back a year to the end of 2024 instead of 2023.

8. Action/Discussion Items:

- a. **2022 Harvest on the Coast Funding Request** - Kathleen Naughton reviewed the items she changed on the fund application from the last meeting. She reviewed the updated budget which showed how SLO Coast Wine would be able to cover the additional costs of the event. She reported that they have adjusted some ticket pricing, eliminated some expenses, and added a robust silent auction component to the event. She noted that she discussed with her advertising agency the idea of adjusting the advertising plan to include out-of-market advertising with KCLU, the local NPR, per John Sorgenfrei's recommendation. Kathleen's agency is not familiar with KCLU radio, so John Sorgenfrei suggested using \$2,500 from TJA's current budget to create and run the ads at KCLU. **The board agreed with John's suggestion.** Funds requested is \$26,000. Kathleen added a page with a breakdown of where the requested funds will be used and their benefit and value to lodging partners. She noted that attendees staying in Avila will have early access to the event as well as a shuttle service to and from the venue. She has a trade agreement with SLO Safe Ride for the shuttle service. Ken Kelly wanted to make sure that there was enough shuttle capacity as there was an issue in the past. Stephanie Rowe will forward shuttle schedules and notes from past Harvest on the Coast events.

A motion was made by Ken Kelly, and seconded by Dean Hutton, to approve \$26,000 to sponsor Harvest on the Coast, November 11-13, 2022. With no further discussion, the event funding was approved by a unanimous voice vote of the local Advisory Board. Golda Escalante was not in attendance to vote.

- b. 2022 Harvest on the Coast Contest Giveaway** - Stephanie Rowe reminded the board that every year at the Harvest on the Coast event, she sets up a table to talk to attendees about staying in Avila and to collect emails by holding a contest for a \$500 Avila Beach Getaway. She also hands out Avila Beach maps and a small giveaway. This year we have branded wine openers to give away. The board agreed they want to continue the practice but felt they needed to double the amount due to the increase in lodging rates.

A motion was made by Dean Hutton, and seconded by Ken Kelly, to approve \$1,000 for an Avila Beach Getaway contest at the 2022 Harvest on the Coast Grand Tasting event on November 12, 2022. With no further discussion, the getaway funding was approved by unanimous voice vote of the local Advisory Board. Golda Escalante was not in attendance to vote.

9. Future Agenda Items/New Business:

- a.** Board Term Expiration 12/8/22 for Golda Escalante (Sept)
- b.** 2022 Harvest on the Coast Follow-up Report (Dec)

10. Closing Comments: None

11. Next ABTA Local Fund Advisory Board Meetings:

Dates: **September 14, 2022; October 12, 2022; November 9, 2022**

Time: **10:00 am – 12:00 pm**

Location: **Hybrid meeting, public meeting location at Sycamore Mineral Springs Resort Boardroom**

Special Marketing Meeting:

Date: **November 16, 2022**

Time: **9:00 – 10:30 am**

Location: **Hybrid meeting, public meeting location at Sycamore Mineral Springs Resort Boardroom**

12. Adjournment: The meeting was adjourned at 11:15 am.