

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

September 14 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  
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

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1. **Call to Order:** by Chair Dean Hutton at 10:05 am.
2. **Roll Call:** by Stephanie Rowe
3. **Public Comment:** None
4. **Consent Items:** A motion was made by Ken Kelly and seconded by Dean Hutton to approve the August 10, 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. H1DR.com has hit 1million sessions in one year and 838,000 new users.
  - b. Sent newsletter to 2million recipients with nearly half a million opens.
  - c. Search engine optimization has reached 17.7million impressions and is up 236% year-over-year.
  - d. Search engine marketing has reached 10.7million impressions with nearly half a million clicks.
  - e. Paid media impressions has reached 50.1million with 20% going on to spend 1. minute on site. That's 3x as many from 2 years ago.
  - f. Claudia continues to do a great job on social media. Social media impressions reached 23million for Facebook and Instagram combined with 1million engagements and 1.5million video views.
  - g. New campaign for Highway 1 Road Trip launched on August 15. Will have more results in the future. Robust Toolkit available on member page.
  - h. Data from Visit SLO CAL on Hotel Performance Trends compared to 2019: SLO County demand is up 9%; room revenue up 39%; ADR up 39%.
  - i. Morro Bay to host Ironman event in 2023, 2024 and 2025.
  - j. Avila Beach's assessment collections were 17.65% of overall total contributions for the 2022-2023 fiscal year.
6. **Budget Update:** Stephanie Rowe reported that collections in July totaled \$29,077. She noted that Cheryl Cuming checked with the County because this seemed to be low. The County confirmed it was correct. We determined that it is probably a timing issue but will keep an eye on it in coming months. Available funds (including the carry-forward) total \$317,859. Funds after approved applications and anticipated expenses removed total \$24,277.

## 7. Committee Reports:

- a. **TJA Activity Report/Website Analytics Update – John Sorgenfrei, Claudia Torkelson and Rick Turton:** John Sorgenfrei reported that they are working to get the tactics for the SF Gate fall campaign that will start running in October.

Claudia Torkelson reported on the social media activity in the last month. She noted that we had a really good month. Facebook fans increased by 38 fans to 78,919. Total Impressions up to 570,600/+88% and engagements up to 19,500/+97%. Videos watched down to 9,330/-85% because the videos we got from Glocally are made for Instagram so there was an understandable drop off there. She noted the top posts. Instagram gained 369 new followers for a total of 37,494, with impressions up to 986,900/+164% and engagements up to 10,100/+57%. She noted the top posts for Instagram. She ran a summer lodging specials social media ad that reached almost 200,000 people, 3,000 content interactions, and 4,300 ad taps directly to our lodging page. YouTube increased slightly last month to 460,824 lifetime video views, down to 154 monthly video views and 1.5 average monthly hours watched. She listed the top five videos. The blog was about the new Harford Seafood Company at the end of the pier. She also showed the LocalHood Stories that she created about food and wine which continue to get a lot of engagements. The quarterly newsletter was about Live Music in Avila Beach which was sent to our 22,695 subscribers with an open rate of 23%.

Rick Turton reported on the website stats for the month. The total unique visitors for August were 33,900 vs 20,200 for a 68% increase year-over-year and 22% increase in total visitors year-to-date. He noted that traffic sources from Claudia were listed in the Other column for 26%. This was from two different promos which drove 8,700 visitor sessions. Paid search was 10.63% of all of our sessions. For the year, the most visited page was Avila Lodging Specials with over 37,000 views. Other top page views for the year are Events with over 36,000 views and Farmers' Market with over 36,000 views also. We had over 80% visitors on mobile devices for the first time. Top views on mobile year-to-date is also Avila Lodging Specials. There were over 3,600 visits from CBID paid search efforts for 3.37 paid search pages/visit vs. 3.51 site wide average pages/visit which is pretty good. Organic search up 24.56% from last year and almost 20% total year-to-date. There were over 11,600 visits to our Events pages. The top three Lodging Specials links totaled over 11,000 visitors. CrowdRiff galleries continue to do well with 13,000 views. Lodging referrals were up +17% with 5,383 this year vs. 4,606 last year and we are up 911/+2.5% referral sessions for the year. Overall, a very good month.

## 8. Action/Discussion Items:

- a. **Board Seat Renewal for Golda Escalante** – Golda Escalante's board term is ending in early December. She submitted her letter of interest to continue on the board for another 4-year term. Dean Hutton noted that the board is thrilled that she would like to renew her term and thanked her for her service.

**A motion was made by Dean Hutton, and seconded by Ken Kelly, to accept the letter of interest submitted by Golda Escalante to continue on the Avila Beach Tourism Alliance Board for another term. With no further discussion, the letter was accepted by unanimous voice vote of the local Advisory Board.**

## 9. Future Agenda Items/New Business:

- a. Stewardship Travel Program and Public Relations Updates – Katie Sturtevant (Oct)
- b. 2022 Harvest on the Coast Follow-up Report – Kathleen Naughton (Dec)

## 10. Closing Comments: None

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

Dates: **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: **In person at Sycamore Mineral Springs Resort Boardroom**

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