

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

June 14, 2023

Public meeting location at Sycamore Mineral Springs Resort Boardroom

**Board Members Present:**

Ken Kelly, Coastal Vacation Rentals  
Golda Escalante, Avila Lighthouse Suites

**Others Present:**

John Sorgenfrei, TJA Advertising  
Claudia Torkelson, TJA Advertising (via Zoom)  
Rick Turton, TJA Advertising  
Tom Walker, TJA Advertising  
Jessica Blanchfield, Archer & Hound (via Zoom)  
Stephanie Rowe, ABTA administrator

**Board Members Absent:** Dean Hutton, Sycamore Mineral Springs Resort & Spa (excused)

**CBID:** Cheryl Cuming

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1. **Call to Order:** by board member Ken Kelly at 10:18 am.
2. **Roll Call:** by Stephanie Rowe
3. **Public Comment:** John Sorgenfrei introduced Tom Walker, the new TJA team member who will be working with Rick Turton on website design. Tom is a graphic designer and is working on a refresh of our website. The board would like a more vibrant and beachy color scheme. John noted that they will come back with a couple of different designs for the board to review.
4. **Consent Items:** A motion was made by Golda Escalante and seconded by Ken Kelly to approve the May 17, 2023 minutes. With no further discussion, the minutes were approved by a voice vote of the local Advisory Board.
5. **CBID Local Fund Area and Financials Update:** Cheryl Cuming gave an update for the past month.
  - a. Organic sessions were up 21% Y/Y to 96,200 and users up 20% to 83,000.
  - b. Facebook fans over 110,000 with over 2.6 million impressions and 118,000 engagements.
  - c. TOT/Assessments were soft in the beginning of the year, but May was better.
  - d. CBID Board meeting on June 28 at Cambria Pines Lodge.
  - e. CBID assessment was renewed for another year.
  - f. PR doing well – articles published in Travel + Leisure and Conde Nast Traveler
  - g. The CBID marketing plan and BID Bunch were all renewed.
  - h. Avila Beach’s assessment collections were 18.04% of overall total contributions for the 2022-2023 fiscal year.
6. **Budget Update:** Stephanie Rowe reported that assessment collections in April totaled \$13,423. Available funds (including the carry-forward) total \$329,343. Funds after approved applications and anticipated expenses removed total \$201,288.
7. **Committee Reports:**
  - a. **TJA Activity Report/Website Analytics Update – John Sorgenfrei, Claudia Torkelson and Rick Turton:** Rick Turton reported on the website stats for the month. He noted that Google will be

implementing GA4 as of July 1<sup>st</sup>. Google analytics reporting, which is based on visitor sessions, will be going away, and will be replaced by GA4, website reporting based on tracking events. He showed an example of a new report.

## 8. Action/Discussion Items

- a. **Cycle Central Coast 2022-2023 Recap / 2023-2024 Renewal** – Jessica Blanchfield presented the recap from the 2022-2023 program. The program was created through Cambria, and Avila and San Simeon have since become partners. The program is active for 8 months and dormant for the other 4 months. Avila chose October and May as their takeover months. Avila specific blogs were published in October 2022 and May 2023 as well as social media postings during those months. The October blog received almost 2,000 page views and the May blog received over 1,200 page views. Avila has custom web pages and four cycling routes. The Stay in Avila page received over 656 page views and the routes received between 400 and 1,000 page views. Avila specific e-blasts went out in October 2022 and May 2023 to over 4,200 subscribers with open rates of 47% and 49%, respectively. There were 12 Avila specific posts on Instagram with over 1,300 likes/comments and 12 Avila specific posts on Facebook with over 9,600 likes/comments. Meta ads garnered 354,000 impressions. There were Avila Beach Strava ride events in October 2022 and May 2023 with 7 and 12 attendees, respectively. Avila hosted cycling influencers, Rex and Jules in September 2022 who posted great photos and videos and wrote a guest blog. Influencer Lance Haidet visited in May 2023 who posted photos and videos and continues to post.

Jessica reviewed the 2023-2024 partnership proposal. As noted above, the program runs for 8 months, July-October and March-June. The partnership includes: inclusion in organic social content, monthly social advertising, and the Cycle Central Coast website; and two takeover months with route feature, blog, eblast, featured Strava and Meta event and 1-2 influencer visits. The cost of the partnership is \$14,450.

Ken Kelly expressed a concern about ROI after having referred only 374 people to our website in 3 years. The board did not feel that they have attracted many hard-core cyclists to stay in Avila being part of the program. John recommended showing lodging referrals to our website as a specific metric. Jessica suggested creating a Cycle Central Coast landing page to point to. **The board decided to table the decision until the next meeting.**

- a. **TJA Advertising 2021-2023 Recap / 2023-2025 Renewal** – Claudia Torkelson reviewed the social media results through the past year: 79,047 Facebook fans, a 1% increase; 370,200 engagements, a 99.20% increase; 5,391,000 total impressions, a 52% decrease; 166 link clicks, a 123% increase. Facebook demographics are 73% women and 26% men, 1% nonbinary. Top cities: Fresno, Bakersfield and LA. Instagram followers are at 41,224, a 14% increase; 129,122 engagements, a 10% decrease; impressions at 11,468,300, a 27% increase. Instagram demographics: 60% women and 23% men, 16.5% nonbinary. Top cities: SLO, LA and Bakersfield. Showed top posts for Instagram. YouTube: 1,900 video views and showed the top videos and duration. Claudia ran a successful Pinterest campaign from December-February which garnered a lot of engagements. She hopes to run another one in the coming year. CrowdRiff stories also did very well with a 75% interaction rate. Rick Turton reviewed the web traffic which had solid numbers: 343,560 visitor sessions, a 32% increase Y/Y; 48,071 lodging referrals, up 4% Y/Y.

John Sorgenfrei presented the 2023-2025 marketing & media proposal. TJA will continue to have the same goals and objectives, and marketing approach as in previous years. They will focus on the drive market while building brand awareness of “Pick Your Perfect Paradise” and pent-up demand for travel. He reviewed the different elements of the plan.

**A motion was made by Ken Kelly, and seconded by Golda Escalante, to approve the TJA Marketing & Media Plan for a total annual investment of \$200,000 and a total 2-year**

**investment of \$400,000 effective July 1, 2023 - June 30, 2025. With no further discussion, the plan was approved by unanimous voice vote of the local Advisory Board.**

- b. 2023-2024 Draft Budget and Allocations** – Stephanie Rowe reviewed the current 2022-2023 budget, projected carry forward and proposed 2023-2024 budget and allocations. She suggested the same allocations as last year: Administration - 15%; Events - 15%; Marketing - 50%; General/Contingency - 20%. Cheryl Cuming suggested changing the admin allocation from 15% to 8% because we weren't spending the full amount and creating a capital fund where each year a certain percentage of money is set aside for large projects. The Board agreed to keep the same allocations as last year without any changes.

**A motion was made by Golda Escalante, and seconded by Ken Kelly, to adopt the Fiscal Year 2023-2024 projected budget and allocations as presented. With no further discussion, the budget was approved by a unanimous voice vote of the local Advisory Board.**

- c. Discuss whether to meet in July** – The board decided not to meet in July.

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

- a.** 2023-2024 Cycle Central Coast Partnership Renewal – Jessica Blanchfield (Aug)
- b.** Discuss Ideas for Website Refresh (Aug)
- c.** Recap from Pale Kai Outrigger Event (Oct)

**10. Closing Comments:** None

**11. Next ABTA Local Fund Area Board Meeting:** **(No meeting in July)**

Dates: **August 9, 2023**

Time: **10:00 am – 12:00 pm**

Location: **Avila Lighthouse Suites**

**12. Adjournment:** The meeting was adjourned at 12:03 pm.