

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

Wednesday, March 13, 2024  
Sycamore Mineral Springs Resort Boardroom

**Board Members Present:**

Dean Hutton, Sycamore Mineral Springs Resort  
Ken Kelly, Coastal Vacation Rentals (via Zoom)  
Mindy Hunter, Avila Village Inn  
Christopher Oh, Avila Lighthouse Suites

**Others Present:**

John Sorgenfrei, TJA Advertising  
Claudia Torkelson, TJA Advertising (via Zoom)  
Rick Turton, TJA Advertising  
Stephanie Rowe, ABTA administrator  
Katie Sturtevant, Avila Golf Resort

**Board Members Absent:** None

**CBID:** Cheryl Cuming

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1. **Call to Order:** By board chair Dean Hutton at 10:06 am. Dean welcomed new board member Chris Oh.
2. **Public Comment:** None
3. **Consent Items:** A motion was made by Ken Kelly and seconded by Dean Hutton to approve the February 14, 2024 minutes. With no further discussion, the minutes were approved by unanimous voice vote of the local Advisory Board.
4. **CBID Local Fund Area and Financials Update:** Cheryl gave an update for the past month.
  - a. She hopes the U.S tourism trends included in the packet are helpful for planning ahead.
  - b. Received a thumbs up from the CBID Board to continue with the H1RT brand.
  - c. Potentially looking for a BID Bunch creative director for integrating the brand across platforms.
  - d. 71% of all new visitors are from paid media.
  - e. Paid media represented 65% of all conversions.
  - f. Retargeting resulted in over 15k conversions and 373k engagements.
  - g. Almost 7,600 map downloads in January, which exceeded the prior 6 months combined.
  - h. Avila Beach's assessment collections were 19.47% of overall total contributions for the 2023-2024 fiscal year.
5. **Budget Update:** Stephanie reported that assessment collections in January totaled \$14,692. Available funds (including the carry-forward) total \$383,951. Funds after approved applications and anticipated expenses removed total \$216,144.
6. **Committee Reports:**
  - a. **TJA Activity Report/Website Analytics Update – John Sorgenfrei, Claudia Torkelson, Rick Turton and Tom Walker:** John showed the e-newsletter that was sent as part of the digital campaign with Visit CA. He will get results later in the month. As he mentioned last month, the website data from the Cycle Central Coast December takeover month resulted in only 1,500 people landing on our cycling page and only 7 went to our lodging page. He had reached out to Jessica but had not heard back. He suggested for the next takeover month sending people directly to our lodging page and putting a banner on our CCC page, and perhaps focusing on the casual cyclist on the Bob Jones Trail. The board agreed to continue the partnership to the end of the contract driving traffic to our lodging page and reassess whether the program is a good fit going forward. Finally, John noted that he will be presenting a marketing plan with new tactics for next year.

Claudia reported on social media activity in the last month. Facebook total fans went up by 1%/+59 fans to 81,237. Total Impressions +2% to 264,139 and engagements -6% to 14,424. Videos watched increased +1,552% to 123,900 because the ad was a reel. She noted the top posts. Instagram gained +2%/644 new followers for a total of 44,167, with impressions -51% for total 551,796 and engagements +59% for total 9,327. She noted the top Instagram posts. She also reported on the social ad spend which was a general Avila Beach reel and did very well: reach 377,372; website visits 14,245; reel interactions 4,541 and the cost per website visit \$0.21. YouTube increased to 464,800 lifetime video views, up to 463 monthly video views and up to 3.8 average monthly hours watched. She listed the top videos. The monthly blog spotlighted the Inn at Avila Beach. The recent influencers from @cal.euphoria added Avila to another collab post that did exceptionally well. Their reel features Avila Lighthouse Suites, Kelsey, Local's Taproom, Avila Vally Barn, Bob Jones Trail and Point San Luis Lighthouse which resulted in 577k plays, 12,543 likes, 152 comments, 5,300 shares and 8,500 saves.

Rick reported on the website activity for the month. The total visitor sessions were 37,577 for a 27% increase year-over-year. The Bob Jones Trail had over 2,100 page views. We had over 77% visitors on mobile devices.

- 7. Presentation – 10C SLO Down Truck Show Sponsorship Opportunities, Paul Karp:** Paul was unable to attend due to work responsibilities. Katie Sturtevant from Avila Golf Resort provided insight into last year's event. She noted that this type of truck show is the biggest in the nation and growing. Last year it was a one day event and this year it will be 2 days. There were 1,000 show trucks on site and 5,000 attendees, 70% from out of the area, with most being new to Avila. The board was very interested in the sponsorship opportunity. They asked Stephanie to invite Paul to the next meeting to discuss a customized sponsorship package.
- 8. Action/Discussion Items**
  - a. SLO Coast Wine Tasting Pass Promotion** – Stephanie noted that 10 lodging partners are participating in the program. A landing page, toolkit and promo codes/postcards have been distributed to participants. Dean noted that it should be a successful program with direct benefit to our constituents.
- 9. Future Agenda Items/New Business**
  - a.** Board Seat Renewal for Ken Kelly (April)
  - b.** 2024 10C SLO Down Truck Show Sponsorship (April)
  - c.** Cycle Central Coast Update (April)
  - d.** Open Studio Art Tour (May)
  - e.** Administrative Services Contract Renewal (May)
  - f.** Fiscal Year 2024-2025 Budget (May)
  - g.** Pale Kai Outrigger Event Funding Application (May or June)
  - h.** Stewardship Travel for Good Update (June)
- 10. Closing Comments:** Stephanie reported that the Avila Farmers' Market season will run from May 3 – August 30 and she will send the live music schedule.
- 11. Next ABTA Local Fund Area Board Meeting:**

Dates: **April 10, 2024**  
Time: **10:00 am – 12:00 pm**  
Location: **Sycamore Mineral Springs Resort - Boardroom**
- 12. Adjournment:** The meeting was adjourned at 11:36 am.