

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

Wednesday, April 10, 2024
Sycamore Mineral Springs Resort Boardroom

Board Members Present:

Dean Hutton, Sycamore Mineral Springs Resort
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 Beach Golf Resort
Paul Karp, C10 SLO Down Truck Show

Board Members Absent: Ken Kelly, Coastal Vacation Rentals (excused)

CBID: Cheryl Cuming out sick

1. **Call to Order:** By board chair Dean Hutton at 10:04 am.
2. **Public Comment:** None
3. **Consent Items:** A motion was made by Dean Hutton and seconded by Mindy Hunter to approve the March 13, 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 not in attendance to provide an update.
5. **Budget Update:** Stephanie reported that Avila Beach's assessment collections were 19.16% of overall total contributions for the 2023-2024 fiscal year and that assessment collections in February totaled \$10,564. Available funds (including the carry-forward) total \$351,320. Funds after approved applications and anticipated expenses removed total \$226,708.
6. **Committee Reports:**
 - a. **TJA Activity Report/Website Analytics Update – John Sorgenfrei, Claudia Torkelson, Rick Turton and Tom Walker:** John reviewed the results from the e-newsletter that was sent as part of the digital campaign with Visit CA. The campaign is going very well with a 62% open rate, 147,171 total opened, and 7,300 total clicks on newsletter. John also noted that a recent photo shoot created photo and video assets which he will send soon for the board to view.

Claudia reported on social media activity in the last month. Facebook total fans went up by 1%/+143 fans to 81,380. Total Impressions +102% to 533,800 and engagements +13% to 16,321. Videos watched decreased -27% to 89,800 because the ad was not a video. She noted the top posts. Instagram gained +2%/814 new followers for a total of 44,981, with impressions -56% for total 239,170 and engagements -37% for total 5,850. She noted the top Instagram posts. She also reported on the social ad spend which was about the wine tasting pass. She collaborated with Sinor LaVallee and Peloton tasting rooms: reach 246,731; website visits 6,166; reel interactions 1,735 and the cost per website visit \$0.36. YouTube increased to 465,388 lifetime video views, up to 569 monthly video views and up to 4.6 average monthly hours watched. She listed the top videos. The monthly blog was about dog-friendly Avila. It did so well that Claudia created a dog-friendly landing page that includes lodging, dining and wine tasting businesses where dogs are welcome.

Rick reported on the website activity for the month. The total visitor sessions were 32,470 for a 14.71% increase year-over-year. The Avila Farmers' Market had over 1,300 page views. There were 77% visitors on mobile devices. There were no referrals from Cycle Central Coast, 29 from SLO CAL, 93 from Visit CA, 5 from H1RT, and 5,146 from SLO Coast Wine tasting pass. Lodging referrals up 10.4% vs last March and 12.34% for the year.

7. Action/Discussion Items

- a. **2024 10C SLO Down Truck Show Sponsorship** – Paul Karp thanked the board for the opportunity to present an overview of the event and review the sponsorship funding proposal of \$7,500. He noted that the event will be at the Avila Beach Golf Resort on July 26-27, 2024. Since its inception in 2021, their marketing has increased every year, and it has gone from 800 show trucks to 1,000 last year and is expected to be sold out this year. Last year, there were around 5,000 attendees, 70% from out of the area, with most not familiar with Avila. He noted that this is an opportunity to brand Avila and gain exposure to an estimated 7,000-8,000 attendees for 2024 with show trucks coming in from all over the country. Katie noted that last year was a one day event and this year it will be 2 days with the show truck owners coming in the day before to set up their trucks. Katie also noted that she sees the event growing even more and reported that she has seen smaller truck club members from out of the area coming back to the Avila Golf Resort after last year's event. Paul showed the commemorative goodie box that is given to all truck show participants. In addition to the sponsorship branding benefits, the board can insert marketing materials in the box. The board agreed that with the number of participants and attendees from out of the area, this event was a great opportunity to brand Avila Beach and gain exposure for future visits.

A motion was made by Chris Oh, and seconded by Dean Hutton, to approve \$7,500 to sponsor the C10 SLO Down Truck Show to be held at the Avila Beach Golf Resort on July 26-27, 2024. With no further discussion, the sponsorship was accepted by unanimous voice vote of the local Advisory Board.

- b. **Board Seat Renewal for Ken Kelly** – Dean noted that Ken's board term ends in early June and he has submitted a letter of interest to continue on the ABTA Board.

A motion was made by Dean Hutton, and seconded by Chris Oh, to accept the letter of interest submitted by Ken Kelly 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.

8. Future Agenda Items/New Business

- a. Open Studio Art Tour (May)
- b. 10C SLO Down Truck Show Marketing (May)
- c. Administrative Services Contract Renewal (May)
- d. Fiscal Year 2024-2025 Budget (May)
- e. Pale Kai Outrigger Event Funding Application (May or June)
- f. Stewardship Travel for Good Update (June)

9. Closing Comments: None

10. Next ABTA Local Fund Area Board Meeting:

Dates: **May 8, 2024**

Time: **10:00 am – 12:00 pm**

Location: **Sycamore Mineral Springs Resort - Boardroom**

11. Adjournment: The meeting was adjourned at 10:55 am.