

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

Wednesday, September 11, 2024  
Sycamore Mineral Springs Resort Boardroom

**Board Members Present:**

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

**Others Present:**

Cheryl Cuming, CBID  
John Sorgenfrei, TJA Advertising  
Claudia Torkelson, TJA Advertising (via Zoom)  
Rick Turton, TJA Advertising  
Paul Karp, C10 SLO Down Truck Show  
Stephanie Rowe, ABTA administrator

**Board Members Absent:** None

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1. **Call to Order:** By board chair Dean Hutton at 10:03 am.
  2. **Public Comment:** None
  3. **Consent Items:** A motion was made by Mindy Hunter and seconded by Ken Kelly to approve the July 10, 2024 minutes. With no further discussion, the minutes were approved by unanimous voice vote of the local Advisory Board.
  4. **CBID Local Fund Updates / Financials:** Cheryl gave an update for the past month.
    - a. After a year's worth of work, finally launched new branding campaign and website for Highway 1 Road Trip – Just Coast. Hoping the new brand will perform well. Hoping to get 150k emails on database. Currently at 127k.
    - b. New Highway 1 Road Trip Brand Book available on Google Drive and includes guidelines and helpful information. The "Just Coast" campaign assets also in Drive.
    - c. Reviewed the new "Just Coast" toolkit on member site and new campaign video.
    - d. Will report next month on fiscal year wrap-up.
    - e. CBID TOT/Assessment collections were up 13% for August.
    - f. Got great press coverage when Edna Valley was included in US News & World Report and Cambria included in Travel + Leisure.
    - g. Will be creating information about Highway 1 continued closure but that our stretch is open.
    - h. Avila Beach's assessment collections were 26.75% of overall total contributions for the 2024-2025 fiscal year.
  5. **Budget Update:** Stephanie reported that assessment collections in July totaled \$53,607. Available funds (including the carry-forward) total \$364,506. Funds after approved applications and anticipated expenses removed total \$51,868.
  6. **Committee Reports:**
    - a. **TJA Activity Report/Website Analytics Update – John Sorgenfrei, Claudia Torkelson, Rick Turton:** John noted that the Friends of Avila Pier (FOAP) will be hosting a fundraising event on October 24<sup>th</sup>. Claudia will promote on social media. The FOAP have asked John for help creating a PSA spot for the event. The board agreed to have John move forward on the PSA and have the cost come out of TJA's current budget.

Claudia reported on social media activity in the last month. Total Facebook fans -1%/-20 fans for total 80,046. Total Impressions +62%/+271,525 to 705,662 and engagements -71%/-4,226 to 1,683. Videos watched increased +292%/+174,418 to 234,000 because the ad was a reel. Claudia was in Avila last month and shot new videos. She noted the top posts. Instagram gained +1%/+436 new followers for a total of 50,199, with impressions +8%/+17,983 for total 221,742 and engagements +23%/+11,744 for total 11,744. She noted the top Instagram posts. Social ad spend was \$3,400. She used an Avila Beach reel with link to lodging specials: link clicks 10,743; CPC \$.032; reach 370,867; and impressions 691,033. YouTube stayed the same at 526,495 lifetime video views; down to 22,330 from 41,294 monthly video views and down to 228 from 418 monthly hours watched. She listed the top videos. The monthly blog was about Avila's Coastal Wildlife. She also noted the performance of the Localhood stories which continue to have high interaction rates.

Rick reported on the website activity for the month. August was quiet with nothing out of the ordinary. Lodging referrals were 6.47% in August vs 5.58% in July and 5.98% overall.

**7. Presentation: 2024 C10 SLO Down Truck Show Follow-up Report** – Paul Karp reported on the successful truck show held on July 26 & 27 at the Avila Beach Golf Resort. There were 1,000 truck participants and an estimated 10,000 attendees over the two day event. Paul noted that the VIP Lounge that the board sponsored was a prominent feature of the event and provided attendees with an exclusive and enhanced experience. A total of 215 passes were sold to participants, sponsors, and attendees. Marketing material with our logo was shown including large banners, participant badges, and goodie box. Paul thanked the board for the sponsorship which significantly contributed to the success and positive reviews of the VIP Lounge. They look forward to continuing their collaboration with Visit Avila Beach to further enhance the event's positive impact on the Avila Beach Community and its businesses. Paul noted that he would like to expand the event to three days. Stephanie noted that over 1,400 emails were received as part of the sponsorship with 89% coming from out of SLO County.

**8. Action/Discussion Items**

a. None

**9. Future Agenda Items**

a. Pale Kai Outrigger Event Follow-up Report (by November)

**10. Closing Comments: None**

**11. Next ABTA Local Fund Area Board Meeting:**

Dates: **October 9, 2024**

Time: **10:00 am - 12:00 pm**

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

**12. Adjournment:** The meeting was adjourned at 11:50 am.