

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

Wednesday, October 9, 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

Others Present:

Cheryl Cuming, CBID
John Sorgenfrei, TJA Advertising
Claudia Torkelson, TJA Advertising (Zoom)
Rick Turton, TJA Advertising
Geof Findley, Pale Kai Outrigger Club (Zoom)
Stephanie Rowe, ABTA administrator

Board Members Absent: Christopher Oh,
Avila Lighthouse Suites (unexcused)

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1. **Call to Order:** By board chair Dean Hutton at 10:06 am.
 2. **Public Comment:** None
 3. **Consent Items:** A motion was made by Ken Kelly and seconded by Mindy Hunter to approve the September 11, 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. Launched Just Coast campaign: over 14,400 video views in one month; paid effort had over 11,000 video views in 5 days.
 - b. Avila TOT in August was much lower and much higher in July but when compared to last year, comes out equal for the combined months.
 - c. CBID Board meetings moving to 9am every 4th Wednesday of the month at Cambria Pines Lodge.
 - d. Visit SLO CAL announced a new pilot program, In-Kind Event Sponsorship. The program leverages its marketing resources to promote regional events in partnership with the event organizers, who will utilize their resources to promote the SLO CAL region.
 - e. Reviewed the 2023 2024 fiscal year marketing and media results. The theme is continuous improvement and fine tuning.
 - f. All Avila lodging properties with lodging specials pages are listed on H1RT.
 - g. Avila Beach's assessment collections were 22.94% of overall total contributions for the 2024-2025 fiscal year.
 5. **Budget Update:** Stephanie reported that assessment collections in August totaled \$32,260. Available funds (including the carry-forward) total \$373,703. Funds after approved applications and anticipated expenses removed total \$89,629.
 6. **Committee Reports:**
 - a. **TJA Activity Report/Website Analytics Update – John Sorgenfrei, Claudia Jensen, Rick Turton:** John noted that the Friends of Avila Pier (FOAP) PSA for their upcoming fundraising event on October 24th was able to be produced with current available footage and cost under \$1,000. He introduced the FOAP to local TV stations. Claudia will be doing social media posts to promote also.

Claudia reported on social media activity in the last month. Total Facebook fans +1%/+42 fans for total 80,088. Total Impressions +64%/+452,851 to 1,158,500 and engagements -18%/-310 to 1,173. Videos watched increased +90%/+211,900 to 445,900 because the ad was a reel. She noted the top posts. Instagram gained +1%/+169 new followers for a total of 50,368 with impressions -51%/-114,194 for total 107,548 and engagements -61%/-7,260 for total 4,481. She noted the top Instagram posts. September IG collab posts did well. Social ad spend was \$3,400. She used an Avila Beach reel with link to lodging specials: link clicks 16,210; CPC \$.0.21; reach 496,041; and impressions 919,188. She also promoted the Pale Kai Outrigger event for \$850 spend. YouTube increased to 547,153 from 526,495 lifetime video views; down to 2,897 from 22,330 monthly video views and down to 27 from 228 monthly hours watched. She listed the top videos. The monthly blog was about the Top Things to do this Fall in Avila Beach. She also noted the performance of the Localhood stories which continue to have high engagement rates.

Rick reported on the website activity for the month. The total sessions were 44,620 with 13,870 as unassigned. These were from Claudia's promotions and had 13,849 pages views on the Lodging Specials page. Claudia noted that her posts linking to the Lodging Specials page have been resonating with users.

7. Action/Discussion Items

- a. **Pale Kai Outrigger Event Follow-up Report** - Geof Findley reported on the event that was held on September 21, 2024 in Avila Beach. Geof thanked the board for their sponsorship. He noted that Pale Kai is a non-profit organization located in Avila Beach offering competitive Hawaiian style outrigger canoe racing for men and women on the Central Coast. Pale Kai has one main annual fund raiser. With the ABTA sponsorship of \$5,500 they were able to:

- Increase funding by over 20% (\$18k vs \$15K)
- Send \$500 to SLO Food Bank
- Increase attendance by almost 40% (+24 paddlers + 30 family/friends)
- Double their outside-the-area attendance (50 to 75)

Geof thanked the TJA team for their excellent work promoting the event, creating designs for the flyers, t-shirts and caps, and supporting the event with video/photos. Given Instagram's emergence as the top social media platform for active lifestyle, Pale Kai communications team leaned heavily into their "boost" feature to market the event, resulting in over 6,100 1st time views, and 7,262 impressions. This equates to approximately 75% reach increase over last year. Also, pre-event information was shared over Facebook and their eblast platform. Geof noted that there was a last minute cancellation of the Hawaiian band, therefore, \$1,000 of the funding was unused. **Cheryl recommended that the organization apply the \$1,000 to the next funding request and reduce the amount requested next year and the board agreed.** Pale Kai would like to continue this great partnership again next year with the goal of expanding the event in beautiful Avila Beach. Claudia showed the photos and video from the event.

8. Future Agenda Items

- a. None

9. Closing Comments: None

10. Next ABTA Local Fund Area Board Meeting:

Dates: **November 13, 2024**

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

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

11. Adjournment: The meeting was adjourned at 11:18 am.