

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

Wednesday, March 12, 2025
Sycamore Mineral Springs Resort Boardroom

Board Members Present:

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

Board Members Absent: None

Others Present:

Cheryl Cuming, CBID
John Sorgenfrei, TJA Advertising
Claudia Jensen, TJA Advertising (on Zoom)
Rick Turton, TJA Advertising
Tom Walker, TJA Advertising
John Salisbury, Constituent
Stephanie Rowe, ABTA Administrator

Call to Order/Introductions: By board chair Ken Kelly at 10:04 am. John Salisbury, Avila Beach vacation rental owner, introduced himself.

Public Comment: John Salisbury noted that there were non-compliant vacation rentals in the area. Cheryl recommended that he contact his county supervisor or Host Compliance for resolution.

Administrative Items:

1. **Roll Call:** By Stephanie
2. **Consent Items:** A motion was made by Dean Hutton and seconded by Mindy Hunter to approve the January 8, 2025 minutes. With no further discussion, the minutes were approved by unanimous voice vote of the local Advisory Board.
3. **Monthly Budget Report:** Stephanie reported that assessment collections in January totaled \$14,632. Available funds (including the carry-forward) total \$356,629. Funds after approved applications and anticipated expenses removed total \$166,464.
4. **Next Meetings:** April 9 & May 14, 10am-12pm, Sycamore Mineral Springs Resort Boardroom

Information Items:

1. **CBID Local Fund Updates, Mid-Year Report and Financials:** Cheryl reported on the mid-year highlights:
 - a. The Just Coast branding campaign is doing well.
 - b. Website traffic and engagements are up year-over-year.
 - c. SEO is doing well and finding efficiencies.
 - d. Paid media had less spend, bigger impact, smarter engagement, and stronger results.
 - e. Social media has expanded fans and impressions, and engagement has surged.
 - f. Continuing to find public relations opportunities and able to integrate Stewardship into them.
2. **Friends of Bob Jones Trail Funding Application Update:** Cheryl noted that the approved funding amount of \$15,000 has been earmarked and is awaiting written proof from Friends of Bob Jones Trail that the \$1M has been raised. The application will then be submitted to the Board of Supervisors for approval which then starts the payment process.
3. **Marketing Agency & Website Updates:** Updates reported in mid-year report below.

4. Marketing Agency Mid-Year Report:

The TJA team reported on the mid-year results. John noted that they had a successful campaign with Southern California News Group from December to mid-February. They are looking at other campaigns for the spring. He also noted that Tom completed numerous website enhancements and looking at doing more. Claudia reported on social media results and noted that the top cities for Facebook are Fresno, Bakersfield, Visalia, LA, Visalia, and Clovis. Top cities for Instagram are LA, San Jose, SLO, San Diego, and Fresno. She noted the top posts with the takeaways that photo assets and videos are extremely important. She is looking at an influencer partnership for spring. Rick reported on the website analytics. Sessions and total page views were up year-over-year. Specifically, Avila Beach Lodging and the Lodging Specials page views were up 40% and 91%, respectively.

Action Items:

- 1. C10 SLO Down Truck Show Funding Application** – Paul Karp was unable to submit the funding application due to time constraints with his business. He is hoping to submit it for the next meeting.
- 2. Board Seat Renewal** - The board thanked Dean for submitting his letter of interest to continue on the board after his term ends on May 23.

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

- 3. Resolution supporting new non-profit Highway 1 Tourism Alliance** – Cheryl reviewed the resolution designating SLO County TBID funds to the new non-profit Highway 1 Tourism Alliance (H1TA) and recommending H1TA as the designated County contractor. She noted that the board would not see much change. The new non-profit will hold the funds instead of the county. The county will contract with the new non-profit. Cheryl reviewed the additional costs of services for the new non-profit. CBID will pay 50% and the LFA will pay 50% of the costs.

A motion was made by Ken Kelly, and seconded by Mindy Hunter, to approve the resolution in support of designating SLO County TBID funds to Highway 1 Tourism Alliance (H1TA) and recommending H1TA as the designated County contractor. Roll call vote: Ken Kelly – aye. Dean Hutton – aye. Mindy Hunter – aye. All Ayes; no Nays; none Absent; none Abstained. With no further discussion, the resolution was approved by unanimous voice vote of the local Advisory Board.

- 4. Airport Advertising** - The board discussed whether there was interest in seeking more information about this program. John suggested that he follow up with the sales representative and report back.

Future Agenda Items:

- a. C10 SLO Down Truck Show Funding Application
- b. Catch of the Central Coast Funding Application
- c. Pale Kai Outrigger Pecho Rock Event Funding Application
- d. Open Studios Art Tour Funding Application

Closing Comments and Adjournment: John Sorgenfrei gave an update about travel trends. He noted that visitors are looking for a place to relax and get away from their fast paced life which fits our area perfectly.

The meeting was adjourned at 11:26 am.