

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

Wednesday, May 14, 2025
Sycamore Mineral Springs Resort Boardroom

Board Members Present:

Ken Kelly, Coastal Vacation Rentals
Dean Hutton, Sycamore Mineral Springs Resort

Others Present:

Stephanie Rowe, ABTA Administrator
John Sorgenfrei, TJA Advertising
Claudia Jensen, TJA Advertising (on Zoom)
Christy Kasarjian, Central Coast Aquarium
Tamara Jones, Pale Kai Outrigger Club
Jody Jones, Pale Kai Outrigger Club

Board Members Absent: Mindy Hunter (excused)

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1. **Call to Order/Introductions:** By board chair Ken Kelly at 10:03 am.
 2. **Public Comment:** None
 3. **Administrative Items:**
 - a. **Roll Call:** By Stephanie
 - b. **Consent Items:** A motion was made by Dean Hutton and seconded by Ken Kelly to approve the March 12, 2025 minutes. With no further discussion, the minutes were approved by unanimous voice vote of the local Advisory Board.
A motion was made by Dean Hutton and seconded by Ken Kelly to approve the April 9, 2025 minutes. With no further discussion, the minutes were approved by unanimous voice vote of the local Advisory Board.
 - c. **Monthly Budget Report:** Stephanie reported that assessment collections in March totaled \$13,467. Available funds (including the carry-forward) total \$359,799. Funds after approved applications and anticipated expenses removed total \$194,385.
 - d. **Next Meeting:** June 11, 10am-12pm, Sycamore Mineral Springs Resort Boardroom
 4. **Information Items:**
 - a. **Avila Roundabout Closure Update:** Stephanie reported that the planned closure of Avila Beach Drive to work on the roundabout where it intersects with Highway 101 will run from August 18-September 26 instead of starting in July. County Supervisors asked for the change to minimize impacts on Avila businesses during the busiest part of summer tourist season. They approved the new plan at their meeting on May 6. Public Works is arranging extra crews to help with traffic management during the Labor Day weekend.
 - b. **Marketing Agency Updates:** John noted that they are continuing with their spring campaign efforts with a Visit CA newsletter and Ventura Star newsletter and digital ads. Claudia reported on the monthly activity. She also noted the assets from the Glocally photo and video shoot and is waiting for assets from the influencer visits. She also noted there is much excitement about Avila Farmers' Market that started on May 2 and the upcoming truck show.

5. Action Items:

- a. **Catch of the Central Coast Funding Application** - Christy Kasarjian, Executive Director of the Central Coast Aquarium, gave an overview of their mission and presented the funding application for the event being held on Saturday, September 6 at the Central Coast Aquarium. The event is a major fundraiser to raise money during their slow season in fall and winter. Christy is requesting \$4,999. Last year the event had 109 attendees with 10% out of area and this year they are estimating 144 attendees with 10-15% out of area for a total of 5-10 room nights. The breakeven point for funding at \$5,000 would be 25 room nights. Dean noted that while the Central Coast Aquarium was one of Avila's local assets, the board's focus was on their constituents and "heads in beds." Ken suggested Christy utilize the Google Ads program for non-profits. **John suggested having Claudia promote the event on social media and eblasts within TJA's current budget, and the board agreed.** Christy will send photos and videos from last year's event for Claudia to use.
- b. **Pale Kai Outrigger Exposition Funding Application** - Tamara Jones, Pale Kai sponsorship coordinator, thanked the Board for the opportunity to present the funding application. Pale Kai Outrigger celebrates the end of racing season with an annual exposition paddle event. It is an opportunity for Pale Kai and guest clubs up and down the California Coast and their families to join for a fun paddle, raffle, silent auction, and luau in Avila Beach. Tamara noted that Avila is centrally located so we are a desirable event. The date of the event is Saturday, September 20, 2025. Last year the Board funded the event for \$5,500, this year they are requesting \$6,500. The funds will be used for the website and print advertisements - postcards, posters, and t-shirts. They are specifically working on having everyone wear the same jersey with our logo shown prominently. Last year, there were a total of 165 attendees, with 47% out of area. They are estimating 230 attendees this year with an increase of 50% out of area with estimated room nights of 30. Jody noted that the event takes place on Saturday, but crews and boats need to arrive early that morning or the prior day ready to enter the water by 9am. Most teams from SoCal and NorCal will arrive the day before to set up. Additionally, the day of the race is long, so teams usually stay the day of the race and return home on Sunday or even Monday. Dean noted that the event is growing and is a great representation of what the board would like to see more of. Pale Kai will promote the event and sponsors on their website, Facebook pages, Instagram, and newsletter to participants. John noted that TJA will work with the organizers as they have in the past on the design for the t-shirts, posters, and postcards, and create a landing page steering attendees to our lodging page. Claudia will also promote the event.

A motion was made by Ken Kelly, and seconded by Dean Hutton, to approve \$6,500 to sponsor the Pale Kai Outrigger Exposition to be held at Avila Beach on September 20, 2025. With no further discussion, the sponsorship was approved by unanimous voice vote of the local Advisory Board.

- c. **2025-2026 LFA Imperative Proposal** - John presented the proposal for the CBID co-op program for the new year. Last year, the board approved \$15,500. He recommended using the same formula: Search Engine Marketing Co-op - \$5,000 (\$500/month), August 2025-May 2026; Local Fund Area Paid Social Co-op - \$8,500 (\$8,500 match for \$17,000 total), August 2025-June 2026; Email retargeting - \$2,000, slated for February 2026; total spend for Avila = \$15,500 + \$8,500 Social CBID match for grand total of \$24,000. John noted that Claudia manages CBID's social media, so it is a good collaboration.

A motion was made by Dean Hutton and seconded by Ken Kelly, to approve \$15,500 for the 2025-2026 CBID LFA Imperative Co-op Program as proposed. With no further discussion, the investment was approved by a unanimous voice vote of the local Advisory Board.

- d. **Wine/Bottle Opener Giveaways** – Stephanie presented the proposal to order wine/bottle openers for the truck show goodie box. Stephanie showed the color options for the openers. Last year we ordered turquoise with our URL and whale tail. This year the board chose hot pink.

A motion was made by Dean Hutton, and seconded by Ken Kelly, to approve a maximum amount of \$2,200 for 1,300 wine/bottle openers as proposed. With no further discussion, the funding was approved by unanimous voice vote of the local Advisory Board.

6. Future Agenda Items:

- a. Open Studios Art Tour Funding Application
- b. Airport Advertising Opportunities
- e. New Fiscal Year Budget and Allocations

7. Closing Comments and Adjournment: No closing comments. The meeting was adjourned at 11:32 am.