

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

Wednesday, April 9, 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

Others Present:

Cheryl Cuming, CBID
John Sorgenfrei, TJA Advertising
Claudia Jensen, TJA Advertising (on Zoom)
Paul Karp, C10 SLO Down Truck Show
Stephanie Rowe, ABTA Administrator

Board Members Absent: None

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1. **Call to Order/Introductions:** By board chair Ken Kelly at 10:01 am.
 2. **Public Comment:** Cheryl brought to the Board's attention that there will be a road closure at Avila Beach Drive for the final construction of the roundabout scheduled for July 7-August 31 during the peak of summer season. She noted that the Board of Supervisors will be discussing this at their April 29th meeting. Stephanie will send the County contact information to the Board and lodging partners so they can send their concerns about the impact on their businesses.
 3. **Administrative Items:**
 - a. **Roll Call:** By Stephanie
 - b. **Consent Items:** Not done due to time constraints
 - c. **Monthly Budget Report:** Not done due to time constraints
 - d. **Next Meeting:** May 14, 10am-12pm, Sycamore Mineral Springs Resort Boardroom
 4. **Information Items:**
 - a. **CBID Local Fund Updates and Financials:** Not done due to time constraints
 - b. **Marketing Agency & Website Updates:** Claudia reported on the monthly activity. She also noted the upcoming Glocally photo and video shoot and influencer visits. She also noted that the Avila Farmers' Market starts on May 2. John noted that all website activities were up for the month.
 5. **Action Items:**
 - a. **C10 SLO Down Truck Show Funding Application** - Paul Karp presented the funding application for the event being held on Saturday and Sunday, July 26-27, 2025 at the Avila Beach Golf Resort. They are also offering pre-show parking on Friday for participants with food and live music, encouraging extended stays. Paul is requesting \$25,000. He noted that costs have gone up and their primary focus will be on out of area marketing. Last year the percentage of out of area attendees was 80% and they came from all over the country. The organizers are anticipating about 8,000 attendees this year and about 125 room nights. Claudia noted that social media response to the event has been great.

A motion was made by Dean Hutton, and seconded by Mindy Hunter, to approve \$25,000 to sponsor the C10 SLO Down Truck Show to be held at the Avila Beach Golf Resort on July 26-27, 2025. With no further discussion, the sponsorship was accepted by unanimous voice vote of the local Advisory Board.

- b. Marketing Agency Contract Renewal** - John presented the 2025-2026 marketing & media proposal. TJA will continue to have the same goals and objectives, and marketing approach as in previous years. They will focus on the drive market while promoting brand awareness of “Pick Your Perfect Paradise” across social media, the website, and advertising. He reviewed the various elements of the plan for a total budget of \$242,100. Cheryl noted that next year may be flat or soft and the Board may want to pull back on the budget. John noted that TJA is nimble and would not launch campaigns if it did not make sense.

A motion was made by Dean Hutton, and seconded by Mindy Hunter, to accept the TJA Marketing & Media Plan for a total annual investment of \$242,100 effective July 1, 2025 - June 30, 2026. With no further discussion, the plan was approved by unanimous voice vote of the local Advisory Board.

- c. Administrative Services Contract Renewal** - Stephanie reviewed her 1-year proposal and noted that she is proposing the same rate, \$33.50/hour, for a maximum of 60 hours per month. Dean suggested a 3% COLA increase, for an additional \$1.00, and the Board agreed. Stephanie thanked the Board for their continued support.

A motion was made by Dean Hutton, and seconded by Mindy Hunter, to approve a 3% COLA increase for the administrative services contract renewal for Stephanie Rowe at the rate of \$34.50 per hour for a maximum of 60 hours per month for monthly amount of \$2,070 and annual amount of \$24,840 effective July 1, 2025 through June 30, 2026. With no further discussion, the renewal was approved by unanimous voice vote of the local Advisory Board.

6. Future Agenda Items:

- a.** Catch of the Central Coast Funding Application
- b.** Pale Kai Outrigger Pecho Rock Event Funding Application
- c.** Open Studios Art Tour Funding Application
- d.** Airport Advertising Program Update
- e.** New Fiscal Year Budget and Allocations

Closing Comments and Adjournment: No closing comments. The meeting was adjourned at 11:10 am.