

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

Wednesday, January 14, 2026  
Sycamore Mineral Springs Resort Boardroom

**Board Members Present:**

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

**Others Present:**

Cheryl Cuming, Highway 1 Tourism Alliance  
John Sorgenfrei, TJA Advertising  
Claudia Jensen, TJA Advertising (on Zoom)  
Rick Turton, TJA Advertising  
Tom Walker, TJA Advertising (on Zoom)  
Robert Neely, City to the Sea (on Zoom)  
Marina Searcy, ABTA Administrator  
Stephanie Rowe, ABTA Administrator

**Board Members Absent:** None

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1. **Call to Order/Introductions:** By Board Chair Ken Kelly at 10:07 am.
  2. **Roll Call:** by Stephanie Rowe
  3. **Public Comment:** Cheryl reported that Highway 1 at Regent's Slide was opening today after being closed for three years.
  4. **Consent Items:** A motion was made by Dean Hutton and seconded by Mindy Hunter to approve the November 12, 2025 minutes. With no further discussion, the minutes were approved by unanimous voice vote of the local Advisory Board.
  5. **Information Items:**
    - a. **Next Meeting** - February 11, 2026, 10am-12pm, Sycamore Mineral Springs Resort.
    - b. **Local Fund Area Updates/Financials/Local Fund Area Open Board Seats/Brown Act 2026/2026 Board Meeting Dates:** Cheryl reported that the Avila board currently has three board members with four open seats. She passed out the 2026 Brown Act information and asked the board to review it. She also reviewed the CBID and LFA meeting dates for 2026. All this information is located on the Member page. She also noted that Avila Beach's assessment collections are 19.84% of overall total contributions for the 2025-2026 fiscal year.
    - c. **Monthly Budget Report:** Stephanie reported that assessment collections in November totaled \$17,215. Available funds (including the carry-forward) total \$356,603. Funds after approved applications and anticipated expenses removed total \$99,798.
    - d. **Marketing Agency Updates:** Claudia reviewed last month's activities and social media results. Tom and Rick gave updates on website activity. The Board decided that they want Claudia to point visitors back to the lodging specials page as there was a decrease in conversion rate when visitors were pointed to the standard lodging page.
  6. **Presentations:**

- a. **Constituent Update** - Cheryl reviewed the key takeaways and Avila Beach specifics from the constituent survey. The survey was implemented by a third party vendor. 90% of hotels and 24% of vacation rentals who collect assessments responded. Overall, the response was positive.
- b. **City to the Sea Marathon & 5K Follow-up Report** - Robert Neely presented the follow-up report noting the key components and results of their marketing efforts. He noted that they had a successful event with a large turnout despite the rain. There were 3,100 participants with 56% out-of-area. The number of participants was limited because of permits and parking at the Avila Golf Resort but they would like to grow the event. TJA noted that the partnership was very collaborative.

**7. Action Items:**

- a. **2026 Board Chair** - Cheryl noted that the board needs to confirm a board chair annually. The by-laws state that the chair can serve two consecutive 1-year terms. Stephanie noted that Ken has agreed to serve as the chair for another year.

**A motion was made by Dean Hutton, and seconded by Mindy Hunter, to confirm Ken Kelly as board chair of the Avila Beach Tourism Alliance for a 1-year term effective February 1, 2026. With no further discussion, the chair was confirmed by unanimous voice vote of the local Advisory Board.**

- b. **2026 Board Vice Chair** – Cheryl also noted that the board needs to confirm a board vice chair annually. The by-laws state that the vice chair can serve two consecutive 1-year terms. Stephanie noted that Dean has agreed to serve as the vice chair for another year.

**A motion was made by Ken Kelly, and seconded by Mindy Hunter, to confirm Dean Hutton as board vice chair of the Avila Beach Tourism Alliance for a 1-year term effective February 1, 2026. With no further discussion, the vice chair was confirmed by unanimous voice vote of the local Advisory Board.**

**8. Future Agenda Items**

- a. 2025 C10 SLO Down Truck Show Funding Follow-up Report and 2026 Funding Application (Feb)

**9. Closing Comments:** None

**10. Adjournment:** The meeting was adjourned at 11:30 am.