

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

Wednesday, February 11, 2026
Sycamore Mineral Springs Resort Boardroom

Board Members Present:

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)
Kendra Paulding, ECO SLO
Paul Karp, C10 SLO Down
Stephanie Rowe, ABTA Administrator
Katie Sturtevant, Stewardship Travel for Good Program

Board Members Absent: Ken Kelly (unexcused)

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1. **Call to Order/Introductions:** By Board Vice-Chair Dean Hutton at 10:07 am.
 2. **Roll Call:** by Stephanie Rowe
 3. **Public Comment:** None
 4. **Consent Items:** A motion was made by Dean Hutton and seconded by Mindy Hunter to approve the January 14, 2026 minutes. With no further discussion, the minutes were approved by majority voice vote of the local Advisory Board.
 5. **Information Items:**
 - a. **Next Meeting** - March 11, 2026, 10am-12pm, Sycamore Mineral Springs Resort.
 - b. **Local Fund Area Updates and Financials:** Cheryl reported that the Board of Supervisors voted unanimously on 2/10/26, 5-0, in support of the formation of the 1994 District targeted for October 2026. This means that we can move forward on the 1989 District renewal in the April/May/June timeframe. She also reported on the activity in the last month and noted that Avila Beach's assessment collections are 19.4% of overall total contributions for the 2025-2026 fiscal year.
 - c. **Monthly Budget Report:** Stephanie reported that assessment collections in December totaled \$19,546. Available funds (including the carry-forward) total \$352,308. Funds after approved applications and anticipated expenses removed total \$119,344.
 - d. **Marketing Agency Updates:** Claudia reviewed last month's activities and social media results. A Visit California full sponsored eblast went out on January 20th. Tom and Rick gave updates on website activity and enhancements. The website conversion rate has increased after directing visitors to the lodging specials page.
 6. **Action Items:**
 - a. **2025 C10 SLO Down Follow-up Report and 2026 C10 SLO Down Funding Application** – Paul Karp presented the follow-up report for the truck show held July 25-27, 2025 at the Avila Beach Golf

Resort. The expanded event increased tourism impact by encouraging earlier arrival and longer stays. Registered truck participants totaled 1,427 with 91% out-of-area. There were 6,000 estimated attendees. Funds approved: \$25,000. Funds were directed toward out-of-area advertising, digital media and media placement, tourism-driven promotional efforts, and event production tied directly to visitation impact. Paul then presented the 2026 C10 SLO Down funding application. The event will be held July 24-26, 2026 at the Avila Beach Golf Resort. It will once again be a three-day event celebrating classic GM trucks. Funds requested: \$30,000. They are projecting 1,000 registered truck participants and 10,000 spectators over three days with 83% out-of-area participation. Estimated break-even analysis: $\$30,000/\$200 \text{ ADR} = 150 \text{ room nights}$. Dean noted that the intrinsic value of exposure from participants and attendees is very valuable and an important thing for tourism. **Not all paperwork was received so the funding application will be placed on the next meeting agenda for board review and approval.**

- a. **2026 Creeks to Coast Cleanup Funding Application** – Kendra Paulding, Executive Director of ECOSLO, presented the funding application for the next Creeks to Coast Cleanup. The annual event is scheduled for Saturday, September 19, 2026 and is held every year as part of the global Coastal Cleanup Day. Funds requested: \$1,000. There will be four cleanup sites within Avila Beach with about 100 volunteers. Last year they picked up about 327 pounds of trash. Kendra noted, and the board agreed, that a clean beach makes it more attractive to visitors seeking pristine coastal getaways and sustainable tourism.

A motion was made by Dean Hutton, and seconded by Mindy Hunter, to approve \$1,000 to sponsor the annual Creeks to Coast Cleanup in Avila Beach on September 19, 2026. With no further discussion, the funding was approved by a majority voice vote of the local Advisory Board. Ken Kelly was not in attendance to vote.

7. Future Agenda Items

- a. 2026 C10 SLO Down Truck Show Funding Application (March)
- b. 2026 Creeks to Coast Cleanup Follow-up Report (by November)

8. **Closing Comments:** Stephanie noted that she invited the new GM of the Avila Lighthouse Suites but she was unable to attend and looks forward to attending future meetings.
9. **Adjournment:** The meeting was adjourned at 11:16 am.