

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

Wednesday, March 11, 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)
Erica Fryburger, Avila Lighthouse Suites
Stephanie Rowe, ABTA Administrator

Board Members Absent: None

-
1. **Call to Order/Introductions:** By Board Chair Ken Kelly at 10:04 am.
 2. **Roll Call:** by Stephanie Rowe
 3. **Public Comment:** Erica Fryburger, new GM at Avila Lighthouse Suites introduced herself. She was with Paso Robles Inn for 17 years and served on the Travel Paso Board.
 4. **Consent Items:** A motion was made by Dean Hutton and seconded by Mindy Hunter to approve the February 11, 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** – April 8, 2026, 10am-12pm, Sycamore Mineral Springs Resort.
 - b. **Local Fund Area Updates and Financials:** Cheryl reported on the activity in the past month. She also noted that the 1989 District is expected to be renewed by June and the 1994 District is estimated to be formed by the end of the year. Supervisor Dawn Ortiz-Legg wants to discuss how to get more beautification and infrastructure applications submitted. Avila Beach’s assessment collections are 19% of overall total contributions for the 2025-2026 fiscal year.
 - c. **Monthly Budget Report:** Stephanie reported that assessment collections in January totaled \$15,433. Available funds (including the carry-forward) total \$352,620. Funds after approved applications and anticipated expenses removed total \$133,777.
 - 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. The eblast had a 39% open rate. Tom and Rick gave updates on website activity. Tom is monitoring the AI effect on searches.
 6. **Action Items:**
 - a. **2026 C10 SLO Down Funding Application** – Last month, Paul Karp 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 ADR = 150 room nights. The board agreed that the expanded event would bring much exposure to Avila Beach and our lodging partners.

A motion was made by Dean Hutton, and seconded by Ken Kelly, to approve \$30,000 to sponsor the C10 SLO Down Truck Show on July 24-26, 2026 at the Avila Beach Golf Resort. With no further discussion, the funding was approved by a unanimous voice vote of the local Advisory Board.

7. Future Agenda Items

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

8. Closing Comments: Cheryl invited Erica Fryburger to join the board.

9. Adjournment: The meeting was adjourned at 10:29 am.