

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

Wednesday, September 9, 2026
Sycamore Mineral Springs Resort Boardroom

Board Members Present:

Ken Kelly, Coastal Vacation Rentals
Mindy Hunter, Avila Village Inn
Ally Padua, Avila Beach House

Board Members Absent: (excused)

Dean Hutton, Sycamore Mineral Springs Resort & Spa

Others Present:

Stephanie Rowe, ABTA Administrator
John Sorgenfrei, TJA Advertising
Claudia Jensen, TJA Advertising (Zoom)
Tom Walker, TJA Advertising (Zoom)
Rick Turton, TJA Advertising (Zoom)
Kelley Abbas, SLO County District 3 Chief of Staff
Heather Muran, Covelop

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1. **Call to Order:** By Chair Ken Kelly at 10:06 am. Ken welcomed new board member Ally Padua. Roll call by Stephanie.
 2. **Public Comment:** Heather Muran introduced herself. She is the new marketing manager for Covelop. She noted that Covelop is working on renovating and rebranding the Avila Beach Golf Resort. She is bringing more events to the venue and is looking to collaborate more with the board.
Kelley Abbas reported that the trolley has been secured for the BreakaWave Rodeo on Friday and Saturday, September 25-26. Trolley pickup spots will be publicized soon.
 3. **Information Items:**
 - a. **Next Meeting** – October 14, 2026, 10am-12pm, Sycamore Mineral Springs Resort.
 - b. **H1TA Local Fund Area Updates and Financials:** Stephanie gave update in Cheryl's absence. The digital petition drive was extended to September 9 from September 4 in order to capture as many responses as possible. We will need 50% +1 to move forward. Thank you to the board for their responses. The Resolution of Intention to form the 1994 District is on the agenda for the September 29 Board of Supervisors meeting. Cheryl will give an update at the next meeting for next steps. Avila Beach's assessment collections are 24.41% of overall total contributions for the 2026-2027 fiscal year.
 - c. **Monthly Budget Report:** Stephanie reported that assessment collections in July totaled \$51,710. Available funds (including the carry-forward) total \$263,76. Funds after approved applications and anticipated expenses removed total -\$45,317.
 - d. **Marketing Agency Updates:** Claudia reviewed last month's activities and social media results. People are very excited about the farmers' market extension. Photos were bought of the C10 truck show and posted as reels. Rick gave updates on website stats. Tom reviewed website enhancements based on AI search or relevant content. Tom showed the leatherback turtle landing page.
 4. **Consent Items:** A motion was made by Ally Padua and seconded by Mindy Hunter to approve the August 12, 2026 minutes and July 2026 financials. With no further discussion, the documents were approved by unanimous voice vote of the local Advisory Board.
 5. **Action Items:**

- a. **Upwell Turtle Sculpture Events** – Stephanie reviewed the upcoming statue celebration events. There will be a ribbon cutting on Thursday, October 15, 5:00-5:30pm and a leatherback turtle educational talk at the Central Coast Aquarium on Saturday, October 17, 2:00-3:00pm. She hopes the board members can attend the ribbon cutting. Upwell has sent out a press release and TJA is sending a photographer and videographer.
6. **Future Agenda Items**
 - a. **PR Process for Communicating Project Approvals** (when toolkit ready)
 - b. **2026 C10 SLO Down Truck Show Follow-up Report** (by Nov)
 - c. **Bob Jones Trail Kiosk Signage Follow-up Report** (after completion)
 - d. **2026 Creeks to Coast Cleanup Follow-up Report** (by Nov)
 - e. **Upwell Turtle Statue Follow-up Report** (by Dec)
 - f. **2026 Avila Farmer's Market Follow-up Report** (by Dec)
 - g. **2026 Pale Kai Outrigger Expo Follow-up Report** (by Dec)
 - h. **2026 City to Sea Race Follow-up Report** (by Dec)
7. **Closing Comments:** Ally noted that the Avila Beach House is having an Open House on September 17 to experience the newly reimagined property. Stephanie will send the invitation to the board.
8. **Adjournment:** The meeting was adjourned at 10:45 am.