

AVILA BUSINESS ASSOCIATION
Minutes for September 3, 2008
5:30 pm – Custom House Banquet Room

Call Meeting to Order –Leonard Cohen

Board members present: Leonard, Carl, BJ, Oggie & exec director Karin

1. Review and approve minutes from August meeting- Minutes approved
2. Review financials: Tim not present, board had copies of the financials, current balance in checking account \$47,184.35.
3. Report on AVAC meeting: KA: crosswalk enhanced at Bellevue School per Jerry by efforts of Julie Scott. Drainage ditch at Colony Apts, ongoing discussions and no resolution yet, but very much in the public eye. People's self- help housing colors discussed along with resolutions to make everyone happy.
4. Public Comments:
 - a. Anne Brown: Regarding music on the promenade, please consider the residents of Avila. She felt that the stage took up too much of the space on the promenade.
 - b. Terry Eberhardt: Remarked that Rebecca discussed the Promenade Subcommittee Meeting results at the ABCA meeting last night and their board expressed the idea of getting input from the residents as well as the businesses in town (Anne Brown is on the ABCA board). Terry said that the ABCA would help to get resident input if we needed help or went that direction.
 - c. Alex Raissapour (sp?): There is algae in the crosswalk in front of Alapay and he has been seeing people slipping every day. Jerry Lenthall gave him the phone number for Public Works to call in the morning and asked that he then follow- up with Jerry's office.
5. Subcommittee reports

a. Fish and Farmers Market: Leonard- Julie has reported that trash is now getting dumped on Saturdays, so going forward there will hopefully not be a problem with those dumpsters on the corner. Friday Julie will poll the vendors at market to see if they want to extend to October. LC asked John Sorgenfrei if they extend would he be able to do a bit more advertising to get people out for the last few weeks. The F&F board will let John know ASAP for the Avila Valley News.

b. Special Events:

1. Seafare (save the date Friday Oct 24th); Benefits the Marine Institute. Contact Leonard for more info.

c. Marketing, Website: John gave us a presentation about the website. More stats with hits and search queries about Avila. There was more discussion about co- op advertising and even the ABA supporting some this and offering this as hopefully a benefit for recruiting new members. Jerry talked about some of the cool new “tools” on the internet for viewing places; google map, google earth, web cams and more. John commented on links, software and many possibilities for Avila Beach. Leonard asked John to set up an ABA board meeting with John to address the possibilities of collaborating with him on some advertising for Avila.

d. Promenade

1. Subcommittee meeting: 9/2 meeting with Leonard, Mara, Carl, Rebecca, Mary Froggat and Karin to discuss the promenade. Music was first on the list and our going forward plan is to poll the Avila businesses about what they would like to see on the promenade to promote business in Avila. We will work up a survey to distribute. Stew Jenkins suggested using the Political Science Dept at Cal Poly as a resource. Trash ongoing from F&F Mkt and more. Leonard will speak to Julie about the dumpsters on the

corner. Mara reported that the Port is still getting calls about the trash. Hospice du Rhone event “Concourse d’Elegance” in October. Get KSBY, message boards from Jerry’s office to help with the event. Ferrarri’s on the Promenade on Sunday afternoon 10/25. Lots of time for participants in Avila Beach after 3pm before the Gala Dinner at the Golf Course.

e. Membership

1. Membership Drive: (Rebecca & Karin): Brought Mock- ups of Membership card from Tim and also a decal design for displaying that you are a member of the ABA. Lots of ideas about a welcome basket, discounts for members. Alex suggested a “locals only” card to encourage people to stay local. Plays in with the campaign that John is going to run in the Avila Community News for the “Buy Local” campaign. We are getting membership renewals and Jerry’s office gave us a listing of the current businesses in Avila Beach. We will be doing some calling to recruit some new members, leading up to a mixer again to introduce ourselves. Jerry also suggested aligning ourselves with VCB and the Economic Vitality commission. I will email Jerry for contact information.
6. New Business: Stew Jenkins: 2 events: 9/21 SLOPE event at the Golf Course to benefit the Lighthouse Keepers and 9/13 at South County Regional Center to benefit the Central Coast Salmon Enhancement Project. Stew is running for the Port and is looking forward to working with the community of Avila, the ABA, ABCA, and AVAC.

Jerry Lenthall asked that we all come out to support the Terminal remodel at the SLO Airport. This is part of a 20-year masterplan. The airlines are changing to 90 passenger jets which are too long to park in front of the terminal normally as their tail sticks out too far. Hence the terminal remodel and expansion. There is a meeting on Tuesday, 9/9 at 9:30am at the Board of Supervisor’s Chambers. Jerry feels that this is a project that needs to be done now while there

are federal funds otherwise we may lose our airport. He would like to see everyone come out and express their opinions about why we need to keep our airport alive.

7. Old Business:

- a. **Trash (T.Eberhardt, K.Argano, J.Scott):** Terry and Karin are still working on the logistics of more trashcans along Front street. More at next meeting.

- b. **Update on Avila Sign:** Terry asked for funding from the ABA. Total cost of sign is \$8K. Has pledge from ABF for \$1500, ABCA \$500, Jerry Lenthall \$999.00 and asked for what the ABA can do. Motion made and carried to give \$2K to the new Avila sign project. They are negotiating with South Paw Signs to see if they can include the installation for that price. The ABA will potentially commit to more if needed.

Meeting adjourned at 7:30pm.

Respectfully submitted,

Karin Argano

Executive Director