

AVILA BUSINESS ASSOCIATION
Minutes for August 6, 2008
5:30 pm – Custom House Banquet Room

Call Meeting to Order –Leonard Cohen

Board members present: Leonard, Carl, Tim, Karin Absent: Oggie, BJ

Also present: Supervisor Jerry Lenthall, Boyd Horne (Avila Foundation), John Janowicz (County Parks), Rick Rowe (ABCA), Mara Ziehn (Port San Luis Harbor), John Sorgenfrei and Cynthia Mead from TJA, Alex Raissipour (Blazing Blenders), Rebecca Remmenga (Alapay Cellars/membership ambassador), Steve Johnson (law offices), Jim Jump (CA Hot Dog), Anne Brown (ABCA), Jeff Maines(Paradise Treats), Tom Morton (Art in the Park), Stew Jenkins (Law Office), Bill Price, (Hula Hut).

- 1. Review and approve minutes from July meeting: deferred to next meeting**
- 2. Review financials: Tim Hodge: Account currently has \$45,372.93. We have started sending out renewal notices for memberships.**
- 3. Report on AVAC meeting: Karin reported on last meeting, which was fairly uneventful. The design for the new sign in Avila was shared and funding discussed, praise for the 4th of July holiday, which included F&F Mkt, great coverage by the Sheriff's dept, crosswalk at Bellevue Charter School is going to be re- painted and a light is being installed at the bridge on the Bob Jones Trails for safety reasons. Boyd shared the dates for submitting grants to the Avila Foundation and the remodeling plans by The Old Custom House will be presented to the subcommittee for review.**
- 4. Beer Festival special meeting: Many of the participating vendors attended the meeting. Sherry Gooding of AVAC chaired the meeting, Hospice; AVAC & ABA were all represented. More security, bottom line. It's a good event that needs to be managed better. Ideas like: Raising the price, building in food, and adding more security in the Avila Beach area. CHP units and contract with sheriffs for at least**

one additional unit. Question from the audience asked if there was discussion about moving it from Memorial Day weekend; no discussion was had on that subject.

5. Public Comments: Rick Rowe: Suggested that we run a “buy local” campaign: We are open for business, help the merchants during the slower months, get people in the habit of shopping in Avila Beach. Avila News: John Sorgenfrei was willing to tag on that idea in the paper...profile of the vendors in the off season...profile the businesses. We also discussed having an ABA mixer for the outlying communities, suggested by Alex from Blazing Blenders, to do a collaborative effort similar to a Chamber of Commerce kind of mixer.

Two dumpsters at the Far End aren't being picked up on Saturday per Tom Morton. Bees are still a problem for Art in the Park on Sunday. Tim will look into the dumpsters not being picked up and suggested that Tom call any of our board members when he sees that there is still trash so we can act sooner.

Boyd Horne: Announcement: He has served as the Executive Director of the Avila Foundation for 8 years and is planning on retiring at the end of the year.

Part time, paid position. Passed out flyers with the details Huge thanks for Boyd for all he has done for Avila Beach from all.

Applications for grants are due Sept 15th for Foundation.

Presentation by Jon Prochnow/Central Coast Nexus: new online biz directory looking for companies to be on the website and be listed. Passed out information for ABA members and audience to review. His contact number is 805.305.0825 www.centralcoastnexus.com. Doing a website and TV advertising campaign, special rates for ABA members.

Presentation by Bret Colhouer/The Coast News/Tolosa Press. Would like to partner with ABA members and Avila merchants to have an Avila Beach Specific Page: co- op advertising potential. Hoping that the ABA may kick in some

co- op money to sponsor the ads. His distribution is @ 50,000 newspapers that we distribute to both local homes and news racks. Free newspaper 80+ hotels.

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Tolosa Press

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6. Subcommittee reports

a. Fish and Farmers Market:

1. F&F mkt is doing great, been busy per Carl. Some vendor issues, bees, garbage. Thinks that numbers are up since last year.

b. Special Events:

1. ALS event wrap up: raised \$80K, went smoothly.
2. Seafare (save the date Friday Oct 24th) Fundraiser for the Marine Institute at the Golf Course. Per Leonard, materials going out in the next week.

c. Marketing, Website John Sorgenfrei:

visitavilabeach.com Continuously climbing # of hits and requests, steadily climbing, in July 25K unique visits (specific page requests). This site is out Avila “visitor’s site”, like a chamber of commerce environment, as we don’t have a chamber or visitor’s bureau in Avila Beach.

Offering advertising on website, put updated video of Avila Beach, many more enhancements. Would like to offer advertising space, passed out on- line advertising rate cards. Discussed special perks for ABA members including adding the ABA logo to members on the listing site, special rates for ABA members and advertisers, up to 20% discounts. Lots of different options available, contact Cynthia Mead at 541.6020 or email: Cynthia@tjaadvertising.com. Check out the updated website at www.visitavilabeach.com.

d. Promenade:

1. Hospice du Rhone, concourse d'elegance, Oct 25th. Will have more information at next meeting.

Music experiment: Promenade subcommittee meeting to review, scrap it, move it, or come up with a new general plan going forward.

e. Membership

1. Membership Drive: (Rebecca & Karin): Rebecca and I got together to begin a game plan for membership. Brainstormed about incentives for both existing and new members. Some ideas: Decals, window stickers, welcome packet, with coupons...surveys to existing members. Will present some ideas to the board for approval and move forward with recruiting more members.

7. New Business:

a. Power Outage in Avila: PG&E had to hook up a new part of Avila, county chose the timeframe, some business affected, ABA offered to cover the rentals of some generators. Very inconvenient time frame for business community. Both Leonard Cohen and Jerry Lenthall got involved to voice our concerns. Rebecca thanked the board for their involvement.

8. Old Business:

a. Trash (T.Eberhardt, K.Argano, J.Scott): Rolled to next meeting, as both Terry and Julie were not present.

b. Update on Avila Sign: Funding coming from the Avila Foundation, ABA, ABCA and per Jerry also some County Funds. A design has been chosen. We will research the timeline for the new sign.

Meeting adjourned.

Respectfully submitted,

Karin Argano

Executive Director