

AVILA BUSINESS ASSOCIATION

Minutes for April 2, 2008

5:30 pm - Olde Port Inn

Call Meeting to Order –Leonard Cohen

Board members present: L. Cohen, R. Ogden, T.Hodge, K. Argano, C.Barbettini, BJ

Others present: Ted Ivarie(AVAC), Tom & Jayne Morton, John Janowicz, Jim Jump, Bobby Duran, John Robson, Jeanne Bello, Dan & Jan Kleinsmith, John Sorgenfrei, Cynthia Mead, Chris Aho along with some Hospice representatives.

1. Review and approve minutes from meeting 03/05/08: no changes MotionTHi, Second Bj. Approved.
2. Review financials: Tim Hodge. \$51,500.00, bulk of which came from the Ahead grant that we worked with Coast Bank to get for the ABA to fund the executive director position, promote F&F market, look into the parking problem in Avila. Tim would like to get some volunteers to work on a committee to research issues for the Ahead Grant.

Report on AVAC meeting: Leonard Cohen: Avila Beach Circulation Study was really the main topic. LC now on AVAC Land Use Committee. Development at the Colony was also discussed, as there is an issue with drainage, ABA and AVAC are in a working together mode! Ted Ivarie: AVAC sponsoring a candidate forum April 10th at the Community Center in Avila Beach at 7:00pm. Ted passed out flyers. Boyd Horne commented that the Circulation Study has been worked on by AVAC extensively and suggested that LC focus on the traffic study. Boyd commented that there are about 8 relevant pages.

Huge document and LC will copy this section for the ABA Board to review.

3. Presentation: Chris Aho from Hospice of SLO re: Concourse of Avila Beach in October of 2008. Last year was the first concourse in Avila and was very successful. Beautiful cars, brought many people to Avila. They felt they did a good job on the itinerary, but didn't leave enough time in the schedule for people to visit the Avila area businesses. This year, they would like to have a 2-hour block at the end of the rally and allow time for people to explore Avila before they go to the dinner at the Golf Course at 7pm. Is ABA interested in supporting this concept and does the ABA support these kinds of events? This year's dates are October 23-26th 2008. Contact Chris or Katie at Hospice if businesses want to advertise or offer discounts or incentives. Explore having the cars on the Promenade on Saturday to see a few of really special cars. KSBY could come down and cover it. Farmer's Mkt will be over by that time in October. Contact information: Chris Aho, chrisaho@hospiceslo.org. 805.544.2266. CB: Motion to support the Councours event and present to AVAC. TH seconded. Approved. Karin will email ABA contact information to Chris and coordinate further communication regarding this event.
4. Subcommittee reports
 - a. Fish and Farmers Market: Starting this Friday, full up with vendors, 5th year. Looking forward to a great season. BJ
 - b. Special Events:
 1. Golf Tournament update: June 1st at Avila Golf Course: Fundraiser for F&F Mkt to cover advertising costs. We have forms and sign-up sheets for donations, food and beverage servers. LC, KA & JS will be contacting the community for their help and we'll be at farmer's mkt on Friday night

- c. Promenade
 - 1. Update on contract: TH: Still working with the county, still operating under last year's contract, close to finalizing. Couple vendors asking whether this new contract will affect their current contract and it will, but more of a semantics change to the county's language.
 - 2. Rates for events: Roll to next meeting, part of contract negotiations, set the rate for vendors and events, in conjunction with the county or set by the county. Will know when the contract is completed.
 - 3. F/up on vendors issues: still putting a meeting together to resolve some of the issues brought up at last meeting with the stores and what the cart vendors are selling. Will report at May meeting.
- d. Membership: New members Dan and Jan from the Avila Beach Apartments joined today. Full tour of the website next meeting. Still on a membership drive. Brochure is downloadable from the website.

5. New Business:

- a. Guarantee for Fish and Farmer's Market Advertising:
 ABA is asked to guarantee the money to John Sorgenfrei for F&F media advertising as they were in their development phase. This year we have the golf tournament to fund the advertising, so as a board we did not make this a budget item. John S. is asking us to guarantee \$15K to cover the costs of the paid portion of the F&F media campaign for this year. LC proposed to guarantee up to \$15K this year, and then have the F&F pay us back. Last year we fronted \$25K for F&F. BJ: Motions that ABA guarantee up to \$15 in funds to Tom Jones for advertising. Seconded by CB. All in favor. Motion passed.

John Sorgenfrei: John has been putting the mitigation funds into development of the Avila website, and this money is finally running out. He has gotten in-kind advertising from KSBY; will trade \$5K for promoting F&F, banner at event, included in website, Avila Comm News, they see the value of F&F and want to help out our community. KSBY needs some return back. Charter Communications also committed \$5K in kind, Am Gen Media Radio \$5K, New Times will match every ad we spend with them will give us a free ad up to \$5K. Tribune is not an in kind sponsor, so we need to be able to spend to be in our local paper. Website presentation next meeting. Visitavilabeach.com sites will link to the new ABA site, Avilabusiness.com for the ABA; will blend them together with links. Encourage everyone to visit both websites, be sure your business is represented. Calendar of events with links to the event will be another addition. Next big step as it relates to tourism for the ABA is to have a really vibrant site that brings tourists to us. Board acknowledged how much we appreciate all the work that John has put into the site and our advertising campaigns to promote both Avila and F&F Mkt.

- b. Tom Morton: Presented new contract from El Camino Art Association for Art on the Beach this season, which starts May 4th.
 Contract and insurance given to Tim Hodge. Tom asked about the benches and trash cans configuration. Hot dog cart has been kind of encroaching into the artists and Tim will address concerns with Tom. Current guidelines for El Camino Art Association for Art at the Beach also given to TH. No issues currently from the board.

6. Old Business

- a. Follow up on VCB presentation: BID put on hold-continued for another 2-3 months. All parties needed more time to research. Karin will send email out to our mailing list for their opinions to further follow-up with Jonni Biagnini.

- b. Follow up on inactive board members: Damien Porter, not a resident of Avila, busy. Kevin Rucks: starting new business and busy with the winery. Not currently able to serve.
Will follow-up with Dennis Jones.

Public Discussion:

Per Jerry Lenthall: Mary Froggart on vacation to get mailing list of all the businesses in Avila to the board.

Jerry Lenthall gave kudos to Tim Hodge for starting the project with the contract on the Promenade and cranking out a document that worked well for everyone involved. Wanted to publicly thank Tim for all the work he's done, producing a document that's workable and fair for everybody.

New emails to add to the ABA mailing list:

Jeanne Bello: jeannebello@hotmail.com

Avila Beach Apartments: avilabeachaparts@aol.com

Meeting adjourned. 6:30pm.