

*Draft Until Approved*  
SLO Wine Lodging Alliance  
Special Board Meeting Minutes

November 10, 2021 - Zoom Video Conference Call

**Board Members Present:**

Leigh Woolpert  
Lizzy Thompson  
Jena Wilson  
Elise Carraway

**CBID:**

Cheryl Cuming (CAO)

**Others Present:**

Landy Fike, Admin  
Hanna Meisinger, Big Red Marketing

**Absent:** Alicia Cocks, Tom Halen

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1. **Call to Order:** by Lizzy Thompson at 3:33 pm.

2. **Public Comment:**

Thompson proposed a move to quarterly meetings starting in 2022. Felt like we called a lot of special meetings with difficulties in obtaining quorums and not enough in the action discussion arena. Carraway and Wilson agreed that it was a good idea. Woolpert noted that we might need additional meetings around the end of the fiscal year.

**Lizzy Thompson motioned to hold quarterly meetings on the second month of each quarter of the EVAGV Local Area Advisory Council starting in February 2022. Wilson seconded the motion. With no further discussion, the motion was approved by an unanimous voice vote of the local Advisory Board.**

3. **Consent Items:** The July 5, 2021 minutes were submitted for review and approval. A motion was made by Leigh Woolpert and seconded by Jena Wilson to approve the minutes. With no further discussion, the minutes were approved by a unanimous voice vote of the local advisory board.

4. **CBID Local Fund Update I Financials:**

Cuming - highlights, consistent across the board with lodging and TOT performing very strong.

Launched in September, the Hidden Secrets campaign, and partnered with SLOCal is now our best performing campaign to date with over 175,000 page views. We've gathered 8,000 email addresses from people asking for our maps.

All LFS's are participating in the SEM match and social co-op imperatives.

Fabulous new PR efforts realized - AAA, Travel & Leisure, Smithsonian, Washington Post and Lonely Planet.

Season of Coastal Discovery, formerly Coastal Discovery Celebration, launches towards the end of January. New partnership working with the Western Monarch Trail. The focus of the celebration is wildlife. Thompson asked if doing lodging packages. Cuming - yes with link to special page.

5. **Budget Update -**

Woolpert - budget in good shape performing better. \$30,000 extra at this juncture.

6. **Member Updates | Committee Reports:**

**Marketing Partner:** Hanna Meisinger covered July through Nov reports.

July - Delta variant reared and shows YOY downtick.

August - numbers started going backup: 50% increase on lodging. Changed focus to fall activities. Lodging carousel won most views than activities in A/B test.

September - focus on California wine month, significant jump in MOM

October - focus on wine tasting

November - focus on holiday shopping

Hanna asked for our Top 5 places to shop - please send ideas.

Cuming reported on the Apple Farm's retail space transformation into an agricultural hub/visitor center for local wine, spirits, SLOCal crafted products. In partnership with FarmStead ED. There will be an educational component to the area.

Thompson asked if advertising budget was on track. Meisinger replied yes with build up starting in January. Larger spend in February and March.

Woolpert wondered whether with our budget showing higher available funds, we should add onto our existing imperatives.

4. **Action/Discussion Items – na**

9. **Future Agenda Items/New Business:**

Big Red Marketing will have some ideas on how to use additional funds.

Discuss options for increased spend on marketing budget.

Need ideas on how to fill our vacant board member position.

10. **Closing Comments:** none

11. **Next SLO Wine Lodging Alliance Board Meeting:**

Date: February 9, 2022

Time: 3:30 pm

Location: Zoom

2022 Meeting Dates - (2nd Wednesday, second month of each quarter)

Feb 9; May 11; Aug 10; Nov 9

12. **Adjournment:** The meeting was adjourned at 4:20 pm.