

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

February 9, 2022 - Zoom Video Conference Call

**Board Members Present:**

Leigh Woolpert  
Lizzy Thompson  
Jena Wilson  
Elise Carraway  
Alicia Cocks  
Tom Halen

**CBID:**

Cheryl Cuming (CAO)

**Others Present:**

Landy Fike, Admin  
Hanna Meisinger, Big Red Marketing

**Absent:** n/a

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1. **Call to Order:** by Lizzy Thompson at 3:35 pm.
  2. **Public Comment:** Hanna Meisinger introduced their new team member Sydney.
  3. **Consent Items:** The November 10, 2021 minutes were submitted for review and approval. A motion was made by Lizzy Thompson and seconded by Jena Wilson to approve the minutes. With no further discussion, the minutes were approved by a voice vote of the local advisory board. Members Halen and Cocks abstained.
  4. **Presentation:** n/a
  5. **CBID Local Fund Update I Financials:**  
Cuming - reviewed February LFA report highlighting the success with lead generation. 35,000 + in new email addresses in last 5-6 months. The list is audited quarterly, removing the unengaged. TOT is up 72%.  
Local funding recap: less spend around events but spent \$49,000 in marketing.  
Season of Coastal Discovery: driving to website content and wildlife map really helps.  
New map for beaches coming soon.  
112 new emails daily from lead generation maps.  
Spent less on paid media but higher engagement making it more efficient buys with cost per visitor down.  
Hidden Secrets campaign paid media and PR efforts were a big score.  
Thompson asked where to get maps. Cuming to send pdf's to Fike for distribution. Also new will be cards with QR codes replacing full printed maps. Wildlife map available on the website.
  6. **Budget Update -**  
Woolpert - Income keeps going up, 5 months left in the fiscal year. \$25,000 carryover to spend, could potentially be \$35,000. Thompson asked why the carryover was smaller, \$25K vs \$30K as reported in November minutes. Woolpert said that the \$25K nor November's report of \$30K reflect potential earnings from the remaining 5 months in our fiscal year.
  7. **Member Updates I Committee Reports:**

**Marketing Partner:** Hanna Meisinger reviewed November through January reports.

November - YOY lodging webpage major growth but lower spend affected views.

SEM - continue focus on keywords - wineries, hiking and outdoor activities are the strongest.

Social - dropped spend which dropped reach. Added more posts which did increase likes.

Email Blast - send at the end of the month so it's not lost in the mass of blasts that go out in the beginning of the month.

December - downward trend on web page visits, audience focused on holidays and not vacations. Activity page really popular though.

Social - Strong! People scroll when home during the holidays. Higuera Ranch post was the first property post to be the top performing post. Reason - top quality photography.

Annual Report - Significant increase in lodging page. Priority made to push most of traffic from posts to lodging page but destination page still strong. Increase in ad spend equated to increase in engagement. Email blasts still not as strong as BRM would like, have new ideas for engagement and opens.

January - Exploded!

Web - destination and lodging pages both up.

No SEM report yet but excited to see. Should show strong numbers.

Photo carousel link clicks were wildly successful, "Share your 2022 plans".

Social - new campaign to increase Facebook likes. Covering Season of Coastal Discovery, Valentines Day and hiking with our weather being so wonderful right now. Highest engagement post was lodging once again, Hacienda Felice. Good trend and once again, new high quality photography.

New promotional spends - Valentine ad and a general photo carousel plus an ad for signups for our newsletters/eblasts.

Officially launched CrowdRiff stories. Featured on Visit California, strong push with Google.

Themes are luxury experiences and Super Bowl pre-game.

Web pages - improvements to SWLA lodging and destination pages on H1DR site.

Worked with Cuming and the BID Bunch in making some changes to increase lodging clicks. Header images will have "Book your Stay". Footer will click directly to EVAGV Lodging. Adding another button - Where to Stay in EVAGV. Removing hotel from lodging description as we do not have any. Updating lodging map. Search option will remain with keywords. Many properties are not named, making them unsearchable. Activities that are specific to EVAGV will have button clickable to Lodging page. Woolpert asked if this added additional costs to our spend with BRM. Meisinger said no, it's within the scope of our plan.

Cuming - in the process of creating health and wellness content and section.

## 8. Action/Discussion Items –

### a. Additional funds for marketing -

Fike brought up the SLO Coast Wine and Avila promotion as something to look at and

model. Cuming - SCWC received \$30K in Covid relief funds plus is working on a grant from the USDA that is for marketing to millennials. Cocks supports the idea of asking Kathleen from SCWC to our next meeting to talk about opportunities for part-

nerships. Also timely for budget discussions for our next fiscal year. Thompson asked Meisinger what their ideas were for additional spending. Meisinger replied they need really high quality photos (hire a professional) and content of the properties and SCWC/Avila knock-off promotion.

**b. Vacant Board Member seat -**

Thompson asked for ideas from the board members and wondered if one had to be a constituent to be on the board. Cuming - can be a non constituent but with links to area and lodging, ie: restaurant owner or tour company owner. Wilson and Halen recommended Sarah from Flying Caballos. Jena will reach out. MarFarm has Ali Hogan who may be interested. Thompson will reach out to Trudie and Rob from Casita at Twin Creeks Vineyards. Talley farmstead was suggested along with Tiber Canyon olive oil. Fike will reach out to Amy at Sextent.

**c. Board term renewal -**

Thompson submitted her intent to renew her board term and noted how much she enjoys the group.

**A motion was made by Alicia Cocks and seconded by Elise Carraway, to support the renewal of Lizzy Thompson as an EVAGV advisory board member. With no further discussion, the term was approved by an unanimous voice vote of the local advisory board.**

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

- a. Thompson would like marketing spend ideas and costs bulleted for presentation at the next meeting.
- b. Woolpert - need to discuss and approve fiscal budget for 2022 - 23.
- c. Cuming - Big Red Marketing will need to present 2022 - 23 budget plan/scope.
- d. Invite Kathleen Naughton from SCWC for presentation.

**10. Closing Comments:** none

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

Date: May 11

Time: 3:30 pm

Location: TBD

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

May 11; Aug 10; Nov 9

**12. Adjournment:** The meeting was adjourned at 4:38 pm.