

Draft Until Approved
SLO Wine Lodging Alliance
Special Board Meeting Minutes

May 11, 2022 - Zoom Video Conference Call

Board Members Present:

Alicia Cocks
Lizzy Thompson
Jena Wilson
Elise Carraway
Tom Halen

CBID:

Cheryl Cuming (CAO)

Others Present:

Landy Fike, Admin
Hanna Meisinger, Big Red Marketing
Amanda Diefenderfer, Big Red Marketing
Daelyn Chase, Big Red Marketing
Melissa Murray, SLO CAL
Kathleen Naughton, SLO Coast Wine
Sarah Hames, Flying Caballos Ranch

Absent: Leigh Woolpert

-
1. **Call to Order:** by Lizzy Thompson at 3:38 pm.
 2. **Public Comment:** na
 3. **Consent Items:** The February 9, 2021 minutes were submitted for review and approval. A motion was made by Alicia Cocks and seconded by Elise Carraway to approve the minutes. With no further discussion, the minutes were approved by a voice vote of the local advisory board.
 4. **Presentation:**
 - a. Melissa Murray of Visit SLO Cal presented two countywide initiatives, Events & Festival Strategies and Travel & Tourism Training. They are providing information, tools and a collaborative platform for SLO County destinations and lodging communities for use with visitor-related events & festivals, while remaining mindful of county residents quality of life. Most exciting aspect is the centralized calendar which links to individual websites, driving traffic. Secondly, the customer service training will be geared to lodging, restaurant and experiential, offered both in English and Spanish. There is no cost to participants for either initiative. Cuming said this deep collection of things to do in SLO Co. is like a “virtual concierge”.
 - b. Kathleen Naughton of SLO Coast Wine Collective talked about her first year as Exec. Director and working in partnership with SWLA. Appreciated H1DR and our participation with visiting wine writer Michael Higgins, Edna Valley will be in his next wine region book. In reviewing our partnership agreement, she believes we need to be involved with their Consumer Engagement committee. She noted that she did not receive the newsletters, so she wasn't able to pass along to her constituents. Her team spent time cleaning up their social and mailing lists and will start ramping up in these areas. The organization has moved away from exclusivity clauses and all lodging partners are represented equally. Started a new event, SLO Coast Wine Classic in April and will add to their slate of events

totaling three. She reported on nine postings for SWLA across all of their platforms. Wine trail map distribution has doubled - 100,000 to 120,000 pieces - our logo is represented. SCWC received a \$300,000 specialty crop grant related to covid relief. They will focus on destination markets Phoenix and Denver. Creating video content from the farming aspect. Thompson asked on success of Wine Classic. Naughton reported that they made money, good for a first time event. They had TVs running a slideshow of partners. Emails included logos and thank yous to partners including stay links.

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

Cuming - reported that in the last 7 months, 700,000 people visited H1DR website. Page views are up and paid media views up. Testing with YouTube, trying paid ads as it translates to higher rankings with Google. Annual report just released and all LFAs doing well

with 9.3 million invested back into the community. Big news with Hearst Castle opening today. Lots of PR surrounding the opening. Beaches, hiking, hidden secrets and wildlife map lead generators bringing in 100 emails daily. Super successful. Spartan successful, SLOCAL bringing back again next year. Working on 2022/23 marketing plan, upping budget 1.5 million with 80% in aid marketing.

6. **Budget Update -**

Thompson - reviewed budget and doing very well.

7. **Member Updates I Committee Reports:**

Marketing Partner: Hanna Meisinger reviewed February through April reports.

Budget for 2022/23 - similar scope to 21/22 with a small increase in hard costs. One change is shifting ad dollars from February to March and October to November.

Recommendations for additional spend: Photo and video campaign - refresh with high quality images for seasonality and sense of place. Social Media Giveaways - to increase newsletter signups. Lastly, logo refresh.

Asked for ideas around weekday stays and activities for next newsletter going out next week.

8. **Action/Discussion Items –**

a. **Board term renewal - Elise Carraway**

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

b. **Board Seat Application - Sarah Hames**

A motion was made by Lizzy Thompson, and seconded by Elise Carraway, to appoint Sarah Hames as an advisory board member. With no further discussion, the term was approved by a voice vote of the local advisory board.

c. **2022/23 Budget - reviewed projections.**

d. **2022/23 Marketing proposal -**

e. 2022/23 SCWC partnership proposal -

- Discussion on c, d, and e: Overall, would like more time to review and prefer having the full board before voting. Several points made by the board:
- More bang for buck with LFA imperatives paid match - doubles our budget
 - Maps are hot. Have BRM create wine and lodging map as a lead generation to increase newsletter signups. Get-aways are a different clientele and not valuable long term.
 - Have BRM do lodging specific posts and divert social ad buys to SEM match
 - Indifferent to logo redesign - will not make difference in making us stand out
 - Seems shortsighted to only spend money on 6 different properties when there are so many in EVAGV.
 - increase google ads (SEM)
 - would like BRM to brainstorm to replace give-aways and logo ideas.
 - wants for lead gen map: wine & lodging, farmstands, hiking.
 - we have a points of interest map created by H1DR

9. Future Agenda Items/New Business:

- a. Fike to send Doodle for special meeting to be called in mid-June.
- b. Send marketing spend ideas to Fike
- c. Fike to ask BRM for lead gen map

10. Closing Comments: none

11. Next SLO Wine Lodging Alliance Board Meeting:

Date: June TBD

Time: 3:30 pm

Location: TBD

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

Aug 10; Nov 9

12. Adjournment: The meeting was adjourned at 5:31 pm.