

Draft Until Approved
SLO Wine Lodging Alliance
Special Board Meeting Minutes

May 31, 2022 - Zoom Video Conference Call

Board Members Present:

Leigh Woolpert

Elise Carraway

Lizzy Thompson

Jena Wilson

CBID:

Others Present:

Landy Fike, Admin

Absent: Tom Halen, Alicia Cocks, Sarah Hames

–

1. **Call to Order:** by Thompson at 11:04 am.
2. **Public Comment:** none
3. **Consent Items:** The May 11, 2022 minutes were submitted for review and approval. Lacking a quorum of the members present at the 5/11 meeting, the minutes were not voted on.

4. **Action/Discussion Items –**

a. **Budget** – plenty in the budget, do not need to nickel and dime. Woolpert asked what concerns everyone had not to approve at the last meeting. Thompson wanted to see more projections and Woolpert's input. The budget was reviewed and discussion followed concerning LFA imperatives. All were in agreement with continuing and enhancing the spend to \$500/monthly in the SEM co-op and doubling the Social & Retargeting match to \$5000. The tiered packages offered with SFGate are interesting but would like more information. Will budget \$5000 in contingency and may choose to use with further guidance.

A motion was made by Lizzy Thompson and seconded by Jena Wilson, to approve as discussed, the projected 2022/2023 fiscal budget in the amount of \$69,200 to start July 1, 2022 and ending June 30, 2023. With no further discussion, it was approved by an unanimous voice vote of the local Advisory Board.

b. **Big Red Marketing** - the members were good with the proposed amount for the contract. Questioned whether we'd need to add more for handling posts/blocks/newsletters

in relation to SCWC. Lead generation maps are interesting. Creation and maintenance, would need costs. It was suggested that they approve the \$30,060 and make a line item contingency to be used for marketing extras.

A motion was made by Leigh Woolpert and seconded by Lizzy Thompson, to approve the marketing proposal from Big Red Marketing, commencing July 1, 2022 through June 30, 2023 for \$30,060. With no further discussion, the motion was approved by an unanimous voice vote of the local Advisory Board.

c. SCWC - Carraway wondered whether BRM could create one block from our newsletter for SCWC to embed in their newsletter, interesting content for their readers. BRM would need to be creative. Proposal noted bi-monthly newsletters to consumers, not wineries. Grows awareness. Photos largest draw. Thompson would like a more relatable/different proposal, feeling like we did not receive the benefits promised in last year's contract. She also noted that they are an important relationship. Woolpert stated that we would need to tell them exactly what was wanted. Fike said that we asked for exactly that in last years proposal and they agreed to all of our wants. Carraway asked how would they share our newsletter as stated in the proposal? Ask BRM how best to share and if they could share out posts and newsletters with SCWC. Ask SCWC to share our quarterly newsletter and block of info in lodging area of their newsletters.

A motion was made by Leigh Woolpert to approve a spend of \$4200 with SLO Coast Wine Collective and was seconded by Lizzy Thompson. The motion was approved by a unanimous voice vote of the local advisory board.

9. **Future Agenda Items/New Business:** none

10. **Closing Comments:** none

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

Date: August 10, 2022

Time: 3:30 pm

Location: TBD

12. **Adjournment:** The meeting was adjourned at 12:06 pm.