

*Draft until Approved*  
SLO Wine Lodging  
Board Meeting Minutes  
August 10, 2022 - Zoom Video Conference Call

**Board Members Present:**

Leigh Woolpert  
Sarah Hames  
Lizzy Thompson  
Tom Halen

**CBID:**

Cheryl Cuming, CAO

**Others Present:**

Landy Fike, Admin  
Sydney McGovern, Big Red Marketing  
Amanda Diefenderfer, Big Red Mktg

**Absent:** Jena Wilson, Elise Carraway, Alicia Cocks

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**Call to Order:** by Lizzy Thompson at 3:37 pm

2. **Public Comment:** none

3. **Consent items:** The May 11, 2022 and May 31, 2022 minutes were submitted for review and approval. Lacking a quorum of members that had been in attendance at both meetings, the minutes were not voted on.

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

Cuming talked about the year ahead for the CBID. Imperatives are evolving based on the existing progress. Working on increasing email list. The CrowdRiff contract was renewed and a new partnership with Locally, with the goal of driving people to the website and destination pages. Changed name to Highway 1 Road Trip. Assets available on the website.

5. **Budget:**

Woolpert - carry forward is significant. Have plenty of money to work with, especially with the contingency placeholders.

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

**Marketing Partner:** McGovern reviewed the May, June and July marketing reports. Good growth for all three months. Pointed out the strength of the July newsletter which was also sent out by SLO Coast Wine. Public wants to see lodging posts and activities.

7. **Discussion and Action Items:**

- a. **SF Gate Tiers:** the money is allotted, just need to decide what level we want. We choose topic and photos with Big Red Marketing working closely with them. Lori Keller can answer any questions.

**A motion was made by Leigh Woolpert and seconded by Lizzy Thompson to approve the Level Two stories package with SF Gate to run starting in October. With no further discussion, the motion was approved by a unanimous voice vote of the local advisory board.**

**b. SLO Coast Wine partnership:** did not discuss

**8. Future Agenda Items I New Business:** na

**9. Closing Comments:** na

**10. Next SLO Wine Lodging Alliance Meeting:**

Date: November 9, 2022      Location: TBD

2022 Meeting Dates - 2nd Wednesday the second month of each quarter

**11. Adjournment:** 4:21 pm