

*Draft until Approved*  
SLO Wine Lodging  
Board Meeting Minutes

November 9, 2022 - Zoom Video Conference Call

**Board Members Present:**

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

**CBID:**

Cheryl Cuming, CAO

**Others Present:**

Landy Fike, Admin  
Sydney McGovern, Big Red Marketing  
Katie Sturtevant, Stewardship Travel  
for Good

**Absent:** Sarah Hames

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**Call to Order:** by Lizzy Thompson at 3:32pm

2. **Public Comment:** none

3. **Consent items:** The May 11, 2022 and May 31, 2022 and August 10, 2022 minutes were submitted for review and approval. A motion was made by Lizzy Thompson and seconded by Tom Halen to approve the minutes. With no further discussion, the minutes were approved by a voice vote of the local advisory board.

4. **Presentation:** Sturtevant reported on the SLOCal roundtable discussion video on responsible world travel and tourism. Really shined the light on stewardship travel putting us in the lead.  
Realizing that people do not want to wing it when planning activities, an itinerary was created for stewardship, heavy on activities. They've also made one for Coastal Discovery (toolkit to follow soon). Itineraries for all seven LFAs also created and will be promoted in January/February.  
In the pipeline, Back to Nature tours, will create content and promote. Lots of media coming our way in November, Forbes, LA News.

5. **CBID Local Fund Update I Financials:** Cuming reported on September LFA report with sessions hitting 1 million and over 800,000 new users, consistently hitting 100,000 session per month. Transfer to Highway 1 Road Trip was successful. Paid advertising outperforming expectations. Toolkit is available on member site. There are new assets for sunsets, videos and photos.

6. **Budget:** Woolpert - tracking better than projected with large \$63,000 carryover. Sitting very nice and still have \$10,000 contingency line item.

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

**Marketing Partner:** McGovern reviewed the SF Gate story performance. Story launched 10/25 with great traffic and more than 300,000 impressions. Lucked out with the writer being from SLO and familiar with the area so the story really flowed. Used photos from database. Analytics are great with it linking to the lodging page. There are live links at bottom of story to socials.  
Monthly reports: August - the H1RT url change affected traffic

September - lodging page down

October - lodging page up because of ads and SFGate story.

Overall, trying to work on relationships with partnering businesses. SCWC is great to work with. Property features posts are best performers and are always looking for new photos from properties. Working on next newsletter. Paid posts driving to newsletter signups. Pushing to increase ad spend. Cuming recommended lead generation maps. Suggested trying best beaches or wildlife.

**8. Discussion and Action Items:**

**a. Board Term Renewal:** Cocks submitted her intent to renew her board term.

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

**b. Administrative Assistant Discussion:** With Fike not renewing her contract at the end of the year, Cuming had reached out to Danielle Dubow, and she is interested in the position. She has worked for the Los Osos & Cayucos LFAs for the last several years. Cuming suggested chatting with the LO & Cayucos boards for recommendations. Dubow is on her own, not associated with Solve. Cuming suggested appointing several board members to interview Dubow before calling special meeting. Thompson, Carraway and Woolpert volunteered for the Zoom interview.

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

**9. Closing Comments:** na

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

Date: February 8, 2023      Location: TBD

2023 Meeting Dates - 2nd Wednesday the second month of each quarter

**11. Adjournment:** 4:16 pm