

*Draft until Approved*  
**SLO Wine Lodging**  
**Board Meeting Minutes**  
February 8, 2023 – La Lomita Ranch

**Board Members Present:**

Leigh Woolpert  
Jena Wilson  
Lizzy Thompson  
Elise Carraway  
Alicia Cocks  
Sarah Hames

**CBID:**

Cheryl Cuming, CAO

**Others Present:**

Danielle Dubow, Admin  
Amanda Diefenderfer, Big Red Marketing  
  
Karen Reed, La Lomita Ranch

- 
1. **Call to Order:** by Leigh Woolpert at 3:41pm
  2. **Public Comment:** Introductions
  3. **Consent items:** Alicia moved to accept the minutes of the November 9, 2022 meeting as written; Elise seconded the motion and the motion carried. Alicia also moved to accept the minutes for the December 2, 2022 special meeting with the date changed on the minutes from 11/9 to 12/2. Elise seconded the motion, Lizzie and Jenna abstained from the vote and the motion carried.
  4. **Presentation:** None
  5. **CBID Local Fund Update I Financials:** Cheryl stated that the numbers are still down a little due to the URL change but expect visitor traffic to continue to rise. The CBID had 6.5 million visitors in 2020 and 8.5 million in 2022. They delayed the Season of Coastal Discovery due to the storms and damaged trails. Cheryl had featured Danielle’s Lead Generation strategy at the last All Agency call due to her success in growing the mailing lists of her LFAs. Our stretch of Hwy1 is still accessible and open. The SLOCAL Welcome Training program for customer service is ongoing. 31,000 new subscribers joined the H1DR mailing list, though they clean their list every 3 months. The list is now over 100,000. The videos provided by Josh are performing well and there is raw footage available to be used for reels. Now that California is no longer under a state of emergency, all meetings need to be in person going forward.
  6. **Budget:** Leigh: We have growing reserves and carryforward.
  7. **Member Updates I Committee Reports:**
    - a. **Marketing Partner:** Amanda presented an annual report on marketing results for 2022, saying “what is great about this group is that you provide in person experiences”. Page views for the destination and lodging pages are way up, and the open rate for the eblasts have increased from 21% to 32% (average is 20.4%). Facebook reach is also up. Other takeaways: sustainability is important to our audience and micro influencers are great to cultivate so they can share our content. Reviews matter and it’s important for constituents to reply to the negative comments in an effort to convert them and turn the experience around – answer all reviews. Coming in 2023 – ads for the lodging page,

incorporating LocalHood stories, refreshing the logo and refining the voice and tone of the messaging. Amanda asked the board for words that they use to describe this area: **Wine Tasting, sprawling, farm country, friendly, inviting, uncrowded, chill, SLO vibe, welcoming, intimate, meet the winemakers, relaxed luxury, approachable, rustic elegance, rolling hills, proximity, 5 minutes from the beach, cute down town area.**

- b. Amanda also showed the board an updated logo that only uses one wine glass and removes the resemblance to the female form. We discussed the Lead Generation plan and proposal. Big Red will build a landing page that offers a map in exchange for a person's email. The person will receive the map to download, then a 2-email sequence over 2 weeks that provides more information about the region and lodging properties.

**8. Discussion and Action Items:**

- a. Alicia motioned to approve \$2750 for Big Red's lead generation approval described above, Sarah seconded; and the motion carried. This amount includes the logo refresh, landing page and 2 email sequence.
- b. **Vote on Karen Reed's Board Application:** Karen Reed from La Lomita Ranch has applied to become a member of the board.

A motion was made by Lizzie Thompson and seconded by Elise Carraway, to accept the application of Karen Reed as an EVAGV advisory board member. With no further discussion the new board member application was approved by a unanimous voice vote of the local advisory board.

**9. Future Agenda Items:**

- a. Marketing Project – update the existing CBID map with lodging properties and points of interest. Or ask Kathleen from the SLO Wine Collective if we can buy ad space on their map.

- 10. Closing Comments:** SLO Wine Collective has a map and the CBID has a points of interest map. Danielle will reach out to Kathleen for more information on their map. The board would like to invite Landy to the next meeting because they miss her. We could start the meeting on 5/10 at 3 and have Landy come at 4:30 for a little gathering. Cheryl will ask Landy if she is available.

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

Date: May 10, 2023                      Location: Green Gate  
2023 Meeting Dates: Feb 8; May 10; Aug 9; Nov 8

- 12. Adjournment:** 4:50 pm