

Draft until Approved
SLO Wine Lodging
Board Meeting Minutes
May 17, 2023 – Green Gate

Board Members Present:

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

CBID:

Cheryl Cuming, CAO

Others Present:

Danielle Dubow, Admin
Amanda Diefenderfer, Big Red Marketing
Kathleen Naughton, SLO Coast Wine Collective

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1. **Call to Order:** by Leigh Woolpert at 3:35pm
 2. **Public Comment:** Lizzy asked about meeting up with Landy and Cheryl said she was out of the country right now but would like to see everyone at some point.
 3. **Presentation:** Kathleen Naughton, SLO Coast Wine Collective: The organization has been doing independent marketing, but going forward will be publicizing events and starting ad campaigns for staying in SLO. She has video from 3 of SLW properties and \$15k to spend on social media and digital ads that will run from the end of July – November. This year, Harvest on the Coast will take place in Edna Valley at Chamisal on November 4, and they will be promoting staying in SLO Wine Country. They will also be launching “SLO Coast University”, which will be small pop-up classes for consumers in different areas each month. There will be a member BBQ as well. As part of our membership, we will be given tickets to use for giveaways. They are still looking for a business sponsor for Harvest and will propose to our group a way for us to sponsor the “where to stay” messaging. They will include our information in emails and social campaigns. They are also planning a SLO Coast Wine Passport to bolster traffic during shoulder season. Kathleen will provide Danielle with the full list of benefits of the \$4500 membership in the coming fiscal year and we will vote on it at the next meeting.
 4. **Consent items:** Lizzy moved to accept the minutes of the February 8, 2023 meeting as written; Alicia seconded the motion and the motion carried.
 5. **Member Updates | Committee Reports:**
 - a. **Marketing Partner:** Amanda presented the proposal for the new fiscal year along with reporting on what has been done in the past quarter. The updated logo and brand colors have been organically introduced in current social media, emails, and advertising. The team paused advertising in March and April while working on the content, voice, and messaging changes the marketing committee had asked for. They also have launched the landing page and email sequence that will allow us to collect new emails for our mailing list. The proposal included email newsletters every other month, social media posts, social media advertising, CrowdRiff local hood stories and managing the ads for the social matching lead generation campaign. Big Red also proposed \$6000 for two photo shoots to round out the available content with images using diverse models, which they have found to be lacking in what already exists. This brought the total for their proposal to \$42,560. The board asked that messaging on sustainability happen

monthly since it's a hot topic, especially for younger visitors.

6. **CBID Local Fund Update I Financials:** Cheryl quickly stated that all is well at the CBID level.
7. **Budget:** Leigh: The current budget is tracking to how we have been going, better than expected and spending has been lower than projected.
8. **Discussion and Action Items:**
 - a. **Budget for the fiscal year period of July 1, 2023 – June 30, 2024**

In discussion it was recommended that we increase the contingency to \$20,000 to cover the Harvest sponsorship and anything else that might come up, as well as add in the photo shoot funding for Big Red. Alicia motioned to approve the budget \$99627.78 for the fiscal year period of July 1, 2023 – June 30, 2024. Lizzy seconded the motion and with no further discussion the proposal was approved by a unanimous voice vote of the local advisory board.
 - b. **Marketing Liaison Proposal:**

Danielle indicated that she will likely spend less than 4 hours per month as things keep improving at Big Red, so the maximum amount of this contract would be \$5,520 but would likely be less actually. Lizzy motioned to approve the Marketing Liaison proposal for the fiscal year period of July 1, 2023 – June 30, 2024 for a maximum of \$5,520. Jena seconded the motion, and the motion carried.
 - c. **Big Red's Marketing Contract**

A motion was made by Leigh and seconded by Lizzy, to approve Big Red's marketing proposal for \$42,560 for the fiscal year period of July 1, 2023 – June 30, 2024. With no further discussion the proposal 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.
 - b. Harvest on the Coast Sponsorship for stay messaging
 - c. Photoshoot shot list and requested content
10. **Closing Comments:** We will try to see if Landy is interested in coming to the next meeting.
11. **Next SLO Wine Lodging Alliance Meeting:**

Date: August 9, 2023
Location: Clairborne and Churchill
2023 Meeting Dates: Feb 8; May 10; Aug 9; Nov 8
12. **Adjournment:** 4:50 pm