

*Draft until Approved*  
SLO Wine Lodging  
Board Meeting Minutes

August 8, 2023 – Clairborne and Churchill

**Board Members Present:**

Leigh Woolpert  
Lizzy Thompson  
Sarah Hames  
Karen Reed

**CBID:**

Cheryl Cuming, CAO

**Others Present:**

Danielle Carpenter, Admin  
Amanda Diefenderfer, Big Red Marketing

**Absent:** Elise Carraway, Jena Wilson, and Alicia Cocks (all excused)

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1. **Call to Order:** by Leigh Woolpert at 3:08pm
2. **Public Comment:** Leigh mentioned that she was having issues with VRBO not showing the correct listing details and asked if others had problems as well. Lizzy said that she felt like her listing's priority has dropped.
3. **Presentation:** none:
4. **Consent items:** Lizzy moved to accept the minutes of the May 17, 2023 meeting as written; Karen seconded the motion and the motion carried. Sarah abstained, since she was absent at the last meeting.
5. **Member Updates | Committee Reports:**
  - a. **Marketing Partner:** Website visitors are increasing. Ads are not running right now but will begin again in October. The newsletter hit a record open rate of 33% and the top location for opens was San Jose, which is much less saturated than LA. The first photo shoot is being planned for this fall. Stephanie will be in contact with Danielle about possible locations. We want diverse models and somewhat generic venue photos so they can be used for any of our campaigns. We need more people-oriented photos and we want models who look like our visitor's demographics. Cheryl suggested contacting Josh, he has friends who model for him. He also did a video of Pismo Preserve that overlooks the flowers and the ocean, showing how close the beach is to the vineyard areas.
  - b. **Newsletter ideas:** Harvest on the Coast (it's still at Chamisal, and we want to connect our message of stay in wine country with people interested in the event. Other ideas: corn maze and pumpkin patch, fall activities in proximity to SWLA – fall sunset colors, excellent weather, harvest farmers markets, sustainability, the Village of AG, music in the vineyards, small town pleasures, See Canyon apples.
  - c. **Advertising:** The group discussed how bookings in September are slow and Amanda recommended starting ads back up now instead of waiting for October. We can use some of the budget allocated to spring months now and then vote later to replenish the funds with the contingency. Danielle will work with Lori Keller to change the messaging of the LFA matching fund campaign from lead generation to "stay in wine country during the harvest" – summer crowds are gone and the weather is still perfect. and pointing to the lodging page. If anyone is having specials, mid-week rate discounts, etc, let Danielle know so that they can be promoted.

6. **CBID Local Fund Update I Financials:** Traffic is down a little, which is expected since they aren't advertising right during high season. SEM is doing well, and our TOT is up substantially over last year. The CBID is down a little, and Cheryl said it feels a little soft. Travel has opened up to Europe and Alaska and people are going other places. The group discussed how September seems soft, although October and November are booking. SLOCAL did a resident sentiment survey on tourism and found that residents have a more favorable view of tourism than expected. The CBID is working on branding for H1RT, developing a brand voice and tagline.
7. **Budget:** Leigh: The last fiscal year's carryforward of \$77k will grow by \$14k not spent, so this new fiscal year will have an even healthier carryforward. We also included \$20k of contingency funds to use as needed.
8. **Discussion and Action Items:**
  - a. **Affiliate membership for SLO Wine Collective**

Even though the sponsorship opportunity for Harvest on the Coast is no longer available, the board discussed the affiliate membership of \$4500. The benefits include access to SWC mailing list, social media posts that send visitors to the lodging page, QR code on the map and others. Leigh motioned to move forward with the affiliate membership, Lizzy seconded and the motion carried with a unanimous vote.
9. **Future Agenda Items:**
  - a. Jena's board renewal
  - b. Adjust advertising budget to replenish funds for spring
  - c. Redo the SWLA map
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: November 8, 2023  
Location: Flying Caballos  
2023 Meeting Dates: Feb 8; May 10; Aug 9; Nov 8
12. **Adjournment:** 4:07 pm