

Draft until Approved
SLO Wine Lodging
Board Meeting Minutes
November 15, 2023 – Biddle Ranch

Board Members Present:

Leigh Woolpert
Lizzy Thompson
Alicia Cocks
Karen Reed
Elise Carraway

Others Present:

Danielle Carpenter, Admin
Stephanie Brown, Big Red Marketing (Zoom)

Absent: Jena Wilson and Sarah Hames (excused)

1. **Call to Order:** by Leigh Woolpert at 3:36pm
2. **Public Comment:** none
3. **Presentation:** none
4. **Consent items:** Lizzy moved to accept the minutes of the August 9, 2023 meeting as written; Leigh seconded the motion and the motion carried. Elise and Alicia abstained, since they were absent from the last meeting.
5. **Member Updates | Committee Reports:**
 - a. **Marketing Partner:** The fall photo shoot took place the first week of October and they got some great photos and short-form video footage. This shoot used ½ of the budget and focused on “Open Space to Connect”. The second photo shoot is expected to take place in February and will focus on sustainability and outdoor activities. The board asked to see all the photos and Stephanie will send a Dropbox link so everyone has access. The CBID wants to be able to share the assets without credit, but Big Red feels that SWLA should receive credit since they paid for the photos. We will address this at the next meeting when Cheryl is in attendance.
 - b. **Newsletter:** September showed great email results and also ads and social media channel growth. Local Hood stories have had a longer lifespan than stories on social media and are being repurposed to use on social media. Boosting posts reached over 250k people and the SF Gate story will also affect website visits. The new assets should also increase engagement and reach. Karen asked for a focus on weddings in January – people get engaged over the holidays and January is the perfect time to increase awareness of the gorgeous destination wedding possibilities in the SLO Wine Country. Karen and Alicia will send images to Big Red to use for this content. A topic could be: “5 things to do if you got engaged over the holidays”, highlighting our region as a destination for weddings.
 - c. **SLO Coast Wine Collective:** Danielle will reach out to SLO Coast Wine to see how email sharing works – we have the ability to have our email sent to their mailing list.
 - d. **Advertising:** Big Red will change up creative, messaging and targeting as ad effectiveness wanes.
 - e. Big Red suggested a **Lunch and Learn** that would provide training for local partners, i.e. where lodging partners could learn 5 best tips for promoting your lodging property.

6. **CBID Local Fund Update I Financials:** The expectation is that 2024 will be slower for everyone – we've seen some of that in 2023 already. We have our massive carryforward to support our budget
7. **Budget:** Leigh: We are still bringing in more than we are spending, so our expenses are on target. She asked for a budget review with Danielle before the next meeting to make sure the formulas are all correct.
8. **Discussion and Action Items:**
 - a. **Points of Interest Map**

The board wasn't sure why we need to do this so will wait to hear from Cheryl at the next meeting.
9. **Future Agenda Items:**
 - a. Bylaws
 - b. Jena's board renewal
 - c. Adjust advertising budget to replenish funds for spring
 - d. Redo the SWLA map
10. **Closing Comments:** Leigh asked if Danielle will send calendar invites for the 2024 meetings.
11. **Next SLO Wine Lodging Alliance Meeting:**

Date: February 21, 2024
Location: TBD
2024 Meeting Dates: Feb 21; May 8; Aug 14; Nov 13
12. **Adjournment:** 4:36 pm