

Draft until Approved
SLO Wine Lodging
Board Meeting Minutes **REVISED**
May 8, 2024 – Green Gate

Board Members Present:

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

Others Present:

Danielle Carpenter, Admin
Stephanie Brown, Big Red Marketing (Zoom)
Cheryl Cumins, CBID
Katie Sturtevant, Stewardship Travel
Alyssa Manno, SLOCAL
Amanda Diefenderfer, Big Red Marketing

Absent: Karen Reed (excused)

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1. **Call to Order:** by Leigh Woolpert at 3:31pm
 2. **Public Comment:** none
 3. **Presentation:**
 - a. **Katie Sturtevant, Stewardship Travel for Good:** The program has a new logo and recently launched the new Back to Nature tours which lists guided and self-guided tours and will be featured in upcoming marketing and promotions. The Season of Coastal Discover has been morphed into a Wildlife Viewing program, including integration of Travel for Good into the Wildlife Viewing authority page and many other pages on the H1RT site. The program also focuses on Earth Day (April) and Beach Clean Up Day (September) and Katie requested information on any events based taking place locally. Stewardship activities are now being integrated into the authority pages as a section on existing pages and stewardship tips are being published in each newsletter. Instead of a stand-alone program, stewardship and sustainability are being integrated into everything the CBID does and there is a new landing page. There is also collaboration with SLO CAL, as they launch their own sustainability efforts, including looping in the county of SLO and Pismo Beach to represent stewardship efforts on the Visit California website.
 - b. **Alyssa Manno, SLOCAL:** Alyssa is the Partner Engagement Manager of the Welcome Program. The board introduced themselves and Alyssa explained about the free Welcome Customer Service program – it is self-paced and has 6 modules, and takes 2 – 3 hours to complete. There are 3 general modules and then industry specific modules for restaurants, lodging, and experiential activities, including equity and inclusivity training. To date 70 businesses have had 60% of their staff take the training and 900 employees have completed the program. She is here to get feedback. The majority of participants are from hotels, since the front desk staff often has down time to work on the modules. It's harder for restaurant staff to fit the training in during their workday. Alyssa will provide a list of companies who have gone through it and also a link to the training.
 4. **Consent items:** Alicia moved to accept the minutes of the November 15, 2023 and February 21, 2024 meetings as written; Jena seconded the motion and the motion carried. Elise, Leigh and Lizzy abstained, since they were absent from the last meeting.

5. **CBID Local Fund Update I Financials:** The H1RT website surpassed 1 million sessions by the end of March. The email open rate is 38% and there are now 126k subscribers. There was softness at the end of last year and the county is hoping for a strong spring and summer. The CBID Meeting is May 22, and the BOS is voting on the annual approval of the CBID, which is based on getting less than a 51% protest rate. Normally the protest rate is under 1% though this year a larger hotel is protesting paying the assessment. Jena asked about the BOS increasing the bed tax by 3% and Cheryl said the measure to spend \$100k on a survey did not pass, so that isn't happening right now.

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

Amanda and Stephanie (by phone) presented recap of March and April results. Also presented a marketing overview for 24 | 25, including content calendar and budget.

- a. **Marketing Partner:** Stephanie said that there are pushing clicks to the lodging page in social media in advertising. Cheryl asked about creating a wedding map to promote to gather emails. The form on the wedding page will collect emails for our list as well. The photo shoot went well – a lot of great outdoor shots, green hills and beautiful diverse models. The assets will be available next week.
- b. **Weddings:** For the wedding portal there will be a shared Google sheet for all the venues to check. They are using Cambria's model. Alicia brought up that it would help to have all the photos on social media be credited and tagged with venue location, the photographer's handle and any trending hashtags – this is the most important thing for wedding locations because people search Inst and FB using this information. Danielle can help figure out where the photos are if it's not known. This information should be included in the monthly content calendar. Amanda requested that any photos shared with them be named with the venue and photographer to make it easier. Cheryl said that SEM can focus some keywords on weddings. The best months to advertise are Nov – March, June – Sept for guests. Some of the LFA ads can be used for email sign up and for weddings. Stephanie proposed ads on both FB and Pinterest, but the board didn't feel that Pinterest advertising was worth it, it's more expensive and less targeted than Meta ads.
- c. **Advertising:** Because we have the social match LFA Imperative we can use some of those funds to advertise the wedding portal, as well as the map sign up and regular ads that go to the lodging page.
- d. **Social Media Calendar:** The board wants each property promoted equally with photos and tags. Make sure this content is added into the monthly calendar on an ongoing basis.

7. **Budget:** Leigh noted that EV AGV revenues are down by \$10,000 this year but spending is on track, and we have not spent more than we have brought in.

8. **Discussion and Action Items:**

- a. **Discuss and vote on Big Red's 2024-25 Marketing Proposal:** The board discussed that Big Red started the Pinterest campaign work before the proposal was approved; the board agreed that they do not want to pursue building out this channel and advertising on it. They also balked at the monthly fee increase of \$750 and the recommended doubling of the ad spend from \$5,000 to \$10,000 based on the fact that EV AGV spends \$5000 with the CBID LFA imperative social program, which is matched. There was a discussion on considering a 6-month contract.

Alicia motioned to approve a 12-month contract, for the period July 1, 2024 – June 30, 2025 at the same rate as the current fiscal year \$42,650, with the caveat that Leigh

contact Amanda to confirm the following proposal edits: to meet the reduced budget amount (\$42,650 instead of \$55,560), remove the Pinterest project, and add the social tagging requirement. The board supports Leigh to determine whether the amended BRM proposal does meet with the outlined requirements. And if Leigh determines the amended proposal does not meet the needs, the Board agreed that a special meeting should be called. Leigh will contact Amanda to discuss. Leigh seconded the motion and with a unanimous vote, the motion carried.

- b. Discuss and vote on Danielle’s 2024-25 Marketing Liaison Proposal:** Alicia motioned to approve the Marketing Liaison proposal totaling \$6000 for the period July 1, 2024 – June 30, 2025; Sarah seconded, and with a unanimous vote, the motion carried.
 - c. Discuss and vote on Danielle’s admin renewal:** Lizzy motioned to approve the new admin contract for \$30 per hour, not to exceed 15 hours per month for a total of \$5,750 per year (total of \$11,500) for the period of July 1, 2024-June 30, 2026. Leigh seconded the motion, and with a unanimous vote, the motion carried.
 - d. Discuss LFA Imperative options:** The amount of \$16,000 will be voted on in the budget vote and we can decide later whether to do the SF Gate story again.
 - e. Discuss renewing partnership with SLO Wine Collective:** The board decided that since they didn’t use some of the ticket benefits within the proposal, they would support a \$3,100 partnership that includes regular sends of our emails to the SLO Wine Collective mailing list. Alicia motioned to approve a sponsorship of \$3,1000, for the period July 1, 2024 – June 30, 2025; Jena seconded, and with a unanimous vote, the motion carried.
 - f. Discuss and vote on 2024-25 budget:** Sarah made a motion to accept the budget as presented of \$88,985 for the period July 1, 2024 – June 30, 2025; Leigh seconded, and with a unanimous vote, the motion carried.
9. **Future Agenda Items:**
- a. TBD
10. **Closing Comments:**
11. **Next SLO Wine Lodging Alliance Meeting:**
Date: August 14, 2024
Location: TBD
2024 Meeting Dates: Feb 21; May 8; Aug 14; Nov 13
12. **Adjournment:** 5:45 pm