

Draft until Approved
SLO Wine Lodging
Special Board Meeting Minutes
May 21, 2024 – Claiborne & Churchill

Board Members Present:

Leigh Woolpert
Lizzy Thompson
Elise Carraway
Sarah Hames

Others Present:

Danielle Carpenter, Admin

Absent: Karen Reed, Jena Wilson, Alicia Cocks (excused)

1. **Call to Order:** by Leigh Woolpert at 12:33pm
2. **Public Comment:** none
3. **Discussion and Action Items:**
 - a. **Discuss and vote on Big Red’s 2024-25 Marketing Proposal:** The board discussed the fact that the revised BRM proposal significantly cut services, reducing the emails to 4 x per year instead of 6 and social posts to 2-4 times per week instead of 3-5. The cost breakdown was perplexing as well (\$500 for email marketing a month = \$1500 newsletters). There was also discussion of Amanda’s comment about only covering 60% of the hours BRM spent on the EV AGV account. Board expressed disappointment in the high cost of the wedding portal project based on what was provided. Leigh proposed not to renew their contract for next year and to bridge the gap with the Marketing Liaison until a new marketing contractor can be identified. Lizzy made the motion to not accept the revised proposal from Big Red Marketing for the 2024-25 fiscal year; Sarah seconded the motion. The motion was unanimously approved.
 - b. **Discuss and vote on Marketing Liaison Amended Scope:** The amended Marketing Liaison scope provided by Shadetree includes social media postings, publishing a newsletter, and creating CrowdRiff stories. The previously approved \$6,000 will be effective July 1, 2024 and focus on ensuring marketing activities continue until a new firm is approved. Leigh asked for a motion to approve the amended scope, so Elise made the motion to approve as presented, and Lizzy seconded it. The motion was unanimously approved.
4. **Future Agenda Items:**
 - a. Marketing Services proposals for 2024-25
5. **Closing Comments:** The board asked Danielle to work with the CBID to ensure proper process is followed. They also emphasized the importance of obtaining all of the assets from the photo shoot, including video, as well as access to the SWLA accounts for Mailchimp, Meta and Canva.
6. **Next SLO Wine Lodging Alliance Meeting:**

Date: TBD
Location: TBD
2024 Meeting Dates: Feb 21; May 8; Aug 14; Nov 13
7. **Adjournment:** 1:25p