

Draft until Approved
SLO Wine Lodging
Board Meeting Minutes
July 15, 2024 – Biddle Ranch

Board Members Present:

Leigh Woolpert
Lizzy Thompson
Elise Carraway
Karen Reed

Others Present:

Danielle Carpenter, Admin
Mary Verdin, Verdin Marketing
Cheryl Cuming, CBID

Absent: Sarah Hames, Jena Wilson, Alicia Cocks (excused)

1. **Call to Order:** by Leigh Woolpert at 11:09 am
2. **Public Comment:** none
3. **Discussion and Action Items:**
 - a. **Discuss and vote on Verdin and Shadetree Marketing Proposals:** Mary Verdin introduced herself and her agency to the board. Her marketing agency has been active in the area for over 20 years and focuses on destination marketing. They work with a lot of stakeholders in Arroyo Grande, Atascadero and SLO and their tourism expert, Ashlee would help direct the strategy. Leigh asked how many social posts would be included in the proposed budget and Mary thought 3 – 4 per week plus CrowdRiff stories but said the exact budget and tactics will come after the planning meeting. At that point, they will not deviate from the budget set out. Danielle from ShadeTree discussed their proposal and provided insights on project management and budget. Board expressed concern that the Verdin proposal did not include any paid ads or contingency, and overall the budget level 1 covered only agency hours. It was noted that ShadeTree’s proposal includes \$5,000 for paid social ads and a \$7,000 marketing contingency, as well as the needed hardcosts for MailChimp. Both firms had lots of experience with the tourism sector. Elise noted that the current Marketing Liaison fees at \$6,000 per year would no longer be needed so this was a savings from the last fiscal year. A motion was made by Lizzy and seconded by Elise to approve the ShadeTree SOW as presented for \$42,650 from September 1, 2024 through June 30, 2025. With an unanimous vote, the motion carried.
 - b. **Discuss and vote on whether to participate in the SLOCAL Unpacking video series:** Leigh played the video for the board and then Cheryl and Danielle described why it would be a great combo to have SLO wine country, Cayucos beaches and Montana de Oro in one video. The biggest benefit will be becoming part of the SLOCAL \$8 million media buy, giving us visibility far beyond what we can do ourselves. Leigh motioned to approve \$2,000 out of the marketing contingency budget to participate in an unpacking video with Cayucos, Los Osos|Baywood and the CBID. The board discussed what they would like to show and the assets we would receive, including videos of different lengths. SLOCAL will determine what will be in the video, but farm-to-table dining was mentioned, as was Lopez Lake and Vista Lago. Lizzie seconded the motion; the board

voted unanimously to approve the motion with the understanding that the other LFAs still need to vote on their participation.

- c. **Discuss and vote on the Orange22 contract for the SF Gate story:** The budget of \$5k for the SF Gate story has already been approved, and noted the detailed SOW from Orange 22 to execute the work. Cheryl mentioned that this amount is within the current contracted amount for Orange 22 so it is covered in the overall monies approved within their contract with the CBID. Leigh motioned to approve \$5,000 for Orange 22 to work on the SF Gate Story; Lizzy seconded the motion and with an unanimous vote, the motion carried.
4. **Future Agenda Items:**
5. **Closing Comments:** Danielle will send out the link to the wedding page to the board for their final review. If the August 14 meeting does not take place, Danielle will also send out the marketing report in her current capacity as Marketing Liaison.
6. **Next SLO Wine Lodging Alliance Meeting:**
Date: August 14
Location: TBD
2024 Meeting Dates: Feb 21; May 8; Aug 14; Nov 13
7. **Adjournment:** 11:56 am