

Draft until Approved
SLO Wine Lodging
Board Meeting Minutes
December 4, 2024 – La Lomeda

Board Members Present:

Leigh Woolpert
Lizzy Thompson
Alicia Cocks
Karen Reed

Others Present:

Danielle Carpenter, Admin
Christine Rizzo Assistant to Danielle
Lisa Cavalli Mar Farms

Absent: Sarah Hames, Elise Carraway, Jena Wilson (excused)

1. **Call to Order:** by Leigh Woolpert at 3:40 pm
2. **Public Comment:** none
3. **Introduction:** Lisa Cavalli from Mar Farms is here to introduce herself and let the board get to know her farm and activities. Her property is a unique experience. They provide lodging, a wedding venue, wine tours, biking and in the future, lavender tours and picnics. Lavender to be promoted in May. An equestrian experience is also available. They are constantly working to add new experiences.
4. **Discussion:**
 - a. Leigh motions to approve last 3 meeting minutes. Lizzy seconds all in favor. Motion cancelled. Need more board members to approve.
 - b. **Financial:** Danielle: In summary, finances are in good shape. Projected revenues are down, but June and July were good and with the carry forward, there is enough to cover expenses.
 - c. Highway 1 “Unpacking” video will be coming out January 6. There will be assets that can be used for SWLA marketing. Edna Valley is 9th on the HWY 1 page.
 - d. SF Gate results were great – people were spending an average of 9 minutes reading the story! There was not much traffic on the wedding page. No one filling out inquires.
5. **Future Agenda Items:**
 - a. Promote Mar Farms. Supply Lisa with assets from HWY 1 for her own marketing.
 - b. La Lomita candlelight concerts. Where to buy tickets and information on performances.
6. **Closing Comments:** Next year’s meeting dates will be provided soon. Happy Holidays.
7. **Next SLO Wine Lodging Alliance Meeting:**

Date: March 12, 2025
Location: Possible Mar Farm
8. **Adjournment:** 4:20 pm