

Draft until Approved
SLO Wine Lodging
Board Meeting Minutes
March 12, 2025 – Cavalli Estates

Board Members Present:

Leigh Woolpert (Chair)
Lizzy Thompson (Vice Chair)
Alicia Cocks
Karen Reed
Sarah Hames
Jena Wilson

Others Present:

Danielle Carpenter, Admin
Christine Rizzo Assistant to Danielle
Lisa Cavalli, Cavalli Estates

Absent: Elise Carraway

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1. **Call to Order:** by Leigh at 3:31 pm
 2. **Roll Call:** see above
 3. **Public Comment:** None
 4. **Presentation:** None
 5. **Consent Items:** Board to approve minutes from meetings December 4, 2024, August 15, 2024 and May 21, 2024. Lizzy motions to approve all minutes, Leigh 2nd, no objections. Motion approved.
 6. **Member updates:**
 - a. Marketing: Danielle; Quarterly market report Jan-Mar 2025. Newsletter has had a 40% open rate. Newsletter covered subject wildlife, valentines lodging and packages, dining, adventures and the beaches. Social media is up on followers, the mailing list has 45 new subscribers. Crowdriff stories are up 37.3% with the top story: SLO Wine Country 2025 Bucket List. A discussion as to how to attract more attention. Karen said they are having the candlelight concerts and will send Danielle more information to add to the marketing. Possible focal point could be focus on Earth Day events, Spring Break and the wildflowers. It was mentioned when a user signs up on the website, they are directed to the wedding inquiry page. Danielle will look into this.
 - b. CBID: Cheryl; The Web traffic is great, with 124K users and a total page viewed 400K. Encourage to use Beaches Toolkit on the Members page. Useful content to be used by the LFAs. Road conditions page has been very helpful in regards of Highway 1 still being closed. Tourism has been soft across the board but we are doing better than others.
 7. **Budget:** The budget has a healthy carry over of 83K remaining. No future infrastructure projects in the future. Will do next budget in April for approval in June.
 8. **Action Item:**
 - a. Per the CBID and LFA Bylaws the Boards must select a Chair and Vice Chair to serve a one-year term. Lizzy motions to approve Leigh as the Chair, Alicia 2nd all approve, motion passed.
 - b. Alicia motions to approve Lizzy as the Vice Chair, Jena 2nd, all approve, motion passed
 - c. **Approval of Resolution supporting new non-profit-Highway 1 Tourism Alliance.**

Cheryl; a resolution designating SLO County TBID (CBID) funds to Highway 1 Tourism Alliance (H1TA) and recommending H1TA as the designated Country contractor. CBID would like to move forward forming a non-profit so county can designate the non-profit to provide

services: Accounting, Tax, Legal, Insurance, physical office space (State requirement) and Administration, therefore, decreasing the services that the county will need to continue to provide. CAO reviewed the details included on the anticipated expenses summary and noted that this document was included within the board packet.

The resolutions' goal is 1.) designate funds to Highway 1 Tourism Alliance (H1TA) 2.) recommend the non-profit as the designated contractor. The nonprofit will function as a corporation. The articles of incorporation have already been approved. The LFA's will all be requested to approve the resolution in March with a non-profit effective date of May 1 2025. The services that the non-profit will be providing will add additional expenses that will be (50% paid by CBID and 50% paid by LFAs)

The 2% county fees will continue to be paid to fund the following functions: position on new non-profit | H1TA, attend meetings of existing advisory board and H1TA, advising/reporting to the County CAO regarding CBID, H1TA and funds status, managing contract for services with H1TA and County (renewing as needed), local Ethics and Form 700 tracking for CBID Advisory Board members, BOS agenda items for CBID Advisory Board members and Local Area advisory board members (resignations, vacancies, renewals, appointments), Annual Hearing renewal of the CBID Assessment, collecting and transferring assessments to H1TA monthly and providing TOT financials monthly.

This new resolution will streamline the application and contracting processes, including procurement processes. The required time for processing funding applications has been 4 months (as stated on the application form), and once the non-profit is formed, it is anticipated to reduce by half as applications will no longer need to go before the BOS. Once the new non-profit BOD approved the application, the requested funds will be processed through H1TA. All CBID and local fund area board positions as noted in the paragraph above, will continue to be approved by the BOS.

Leigh motions to adopt the resolution and Lizzy seconds. No further discussion. Voice vote of the board Ayes: Leigh Woolpert, Lizzy Thompson, Alicia Cocks, Karen Reed, Sarah Hames and Jena Wilson. It is noted that Elise Carraway is absent. No objections or abstentions. Motion passes.

- d. Discuss Sarah Hame's Board renewal. Alicia motions to approve, Jena 2nd, all in favor, motion passed.

9. Future Action Items

- a. 2025-26 budget
- b. 2025-26 Marketing contract
- c. 2025-26 Admin contract

10. **Closing Comments:** Thank you, Lisa Cavalli, for hosting the meeting. Have a great evening.

11. Next SLO Wine Lodging Alliance Meeting:

Date: June 11, 2025

Location: TBD

2025 future meeting dates- September 10 and December 3

12. **Adjournment:** 4:52 pm