

*Draft until Approved*  
**SLO Wine Lodging**  
**Board Meeting Minutes**  
June 11, 2025 – GreenGate Ranch

**Board Members Present:**

Leigh Woolpert (Chair)  
Lizzy Thompson (Vice Chair)  
Alicia Cocks  
Karen Reed  
Jena Wilson  
Elise Carraway

**Others Present:**

Danielle Carpenter, Admin  
Christine Rizzo Assistant to Danielle  
Cheryl Cuming CBID

Absent: Sarah Hames (excused)

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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 meeting March 12, 2025. Leigh motions to approve minutes, Lizzy 2<sup>nd</sup>, no objections. Motion approved.
  6. **Member updates:**
    - a. Marketing: Danielle; Quarterly market report March through May 2025. Newsletter has had a 41% with almost 1400 people open rate and 1.1% click rate. Newsletter covered have a SLO summer with activities to do. Focus on hiking, live music, downtown village and the beaches. Cavalli Estate was introduced as the replacement for Mar Farms. Elise asked if the newsletter could feature properties in the issue. Discussion was had by all and consensus was there are too many properties to cover and the newsletter is quarterly. This would take years to do if it was one property each newsletter. A cleanup of the emails that were not subscribers. Number reflects a drop giving a more accurate view of real subscribers. The clean-up saved \$20 for the service. Social Media rates are continuing to trend upwards. Organic social media shows March had a large reach on Facebook. Looking back to 2023, 2024 and 2025 the numbers of Facebook and Instagram average reach was 14103 Facebook and Instagram was 2200. This year shows Facebook 5.7% increase and Instagram shows a 3.5% increase. Popular post on Facebook in March was the paint party at Lizzy's and Instagram was for wedding venues. April's popular CrowdRiff story was a perfect day in Edna Valley. May for Instagram was a story on animals at Cavalli Estate and Facebook was on live music in the valley. Paid Meta ads are done monthly. March was directed to the Stay Page; April was to the download map and May was to weddings. CrowdRiff stories March was Bucket list, April was Stay information. The SF Gate story performance was better than expected, it was a good investment. Focus for the next year is to increase newsletter subscribers with more downloads of the map for travelers. Spending more money focused on growing our channels to collect more emails, subsequently growing the newsletter. LFA Imperative results with our handshake partner LA Times of collaborative posts had a reach of 346,000 for four months. Content for these is given to them by the LFA and at a

monthly review the posts are approved. On the Highway 1 Road Trip webpage our destination page is 17<sup>th</sup> most popular and our wedding page is 29<sup>th</sup> most popular. A question as to when Visit Cal featured our information. Answer is March. That explains the increase in March on FaceBook.

- b. CBID: Cheryl; Been busy with contact renewal and administrative business marketing is still growing. There has been a 30% increase over the last year. The month of June there was about 145,000 sessions with almost 400,000 page views. Hoping to break 150,000 subscribers and we are at a 51% open rate. This rate is growing. The fluctuation in FaceBook numbers fluctuate but that is to be expected. We have more video is coming. Marketing is looking good. TOT number are looking great. Question: why was the TOT so big compared to the last year. No real answer. County doesn't give the breakdown or explanation. Possibly the larger properties pay in a lump sum annually, quarterly.... As far as the CBID destination that year after year budgets flat or up. Other destinations have been down from 5% to 15%. The district was renewed last Tuesday for another year and be reviewing their new budget that included the newly formed nonprofit Highway 1 Tourist Alliance. H1TA started May 1. Next year they will be focus on transitioning the district from a 89 to a 94 district. Through the next year the CBID will be moving forward despite some complaints from supervisors the CBID is a duplication of efforts from SLO CAL. Therefore, a waste of monies. CBID proves to be an asset increasing TOT by 56% over the last 5 years. Funneling county money to these local businesses.

- 7. **Budget:** Leigh; Budget is in a strong position with the funds collected and the carryforward. Looking forward we should maybe collect a little more and has the same carryforward. Cheryl compliments the budget and spending compared to other LFAs. budget in June. \$10,000 was budgeted for Marketing Contingency and we only spent \$2000 for the Unpacking series on the SLOCALcampaign. Question; Why does the CDIB TOT report show \$210K but in the Budget report shows \$3K. Cheryl will look into this.

**8. Discussion and Action Item:**

- a. Renew Admin contract 2025-26: Danielle: There is an admin contract for the new organization (H1TA) The duties of the admin will stay the same with a cost increase of \$30 to \$33. The change is to keep it consistent across the boards.  
VOTE: Lizzy motions to approve Administrator contract starting July1, 2025 to June 30, 2026 with cost of \$6720. Jenna seconds, there are no objections, Motion passes; contract renewed.
- b. Renew Marketing contract 2025-26. The new Marketing contract mostly stays the same as previous. In new fiscal year the creation of a points-of-interest map would be beneficial. Right now, the download map is from CBID. Cayucos has done this a has had their mailing list expanded by 30%. Boosting subscribers to around 9000. Discussion of whether Wedding venues and lodging be combined on one map and the group wished to have two maps lodging on one and wedding venues on the other. The new map will be digital and printable. Update the map on the destination page is out of date. The cost for this new map could cost from \$4000 to \$5250. Danielle will work with graphic designer to make the map.  
VOTE: Lizzy motions to approve Marketing contract starting July 1,2025 to June 30,2026 for the amount \$56,250 with a contingency they will be exploring other options for social media management. Leigh seconds, there is no objections. Motion passes.
- c. Review new budget for 25-26. Danielle: to compare budget from 23-24 budget you spent almost \$78000 which included previous marketing firm and extra the firm added to their expenses. The 24-25 budget reflects payment to Big Red and marketing liaison, totaling \$66,650. That included LFA Imperative and SLO Cal video. This year budget is more because it includes the maps and increase in the monthly by \$400. This current FY, the \$2900 retainer leaving only \$800 a month for social media. She spent more time than the \$800 covered. Needs to make it a whole to match what the other LFAs spend on social media. Discussion was had and agreed to changes in the budget. LFA Imperative SEM to be changed from \$5k to \$6K. LFA Imperative – social Co-op from \$5K to \$6K. SLO Wine Collective sponsorships to be changed from \$3,100 to \$2,500, which makes the new budget to

\$105,159.00. VOTE: Lizzy motions to approve Budget for July 1,2025 to June 30, 2026 with mentioned modification to the new amount \$105,159.00. Leigh seconds, there are no objections, Motion passed.

**9. Future Action Items**

- a. Renewal of Leigh's contract
- b. ECOSLO Tree planting funding request.
- c. 25-26 LFA Imperatives

**10. Closing Comments:** none

**11. Next SLO Wine Lodging Alliance Meeting:**

Date: September 10,2025

Location: TBD

2025 Meeting Schedule: December 3

**12. Adjournment:** 5:15 pm