

Draft Until Approved
SLO Wine Lodging
Board Meeting Minutes

June 1, 2026 - Edna Production Facility, 2585 Biddle Ranch Rd. San Luis Obispo, CA 93401

Attendance:

Board:

Leigh Woolpert (Chair)
Jena Wilson (Vice Chair)
Karen Reed
Sarah Hames (via Zoom)

Absent: Alicia Cocks

Other:

Cheryl Cuming, H1TA
Mia Prichard, Greengate Ranch
Ava Miller, Admin
Danielle Carpenter, Admin
Raylene Allen, Grain House (via Zoom)
Hannah Heitzig, Golden Days Media (via Zoom)
Kam Rowley, Sage Creative Haus (via Zoom)
Stacie Jacob, Solterra Strategies (via Zoom)
Ella Hanchett, Solterra Strategies (via Zoom)
Brian Broome, Solterra Strategies (via Zoom)

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- I. **Call to Order:** by Leigh at 12:00 pm **Roll Call:** see above
 - II. **Public Comment:** The board will have a new marketing contract for 2026/2027, starting in July 2026. Cheryl and Leigh have done a screening call with four possible contracts, all of which were personal recommendations from within the community. The new marketing contract will follow a new model. The marketing partner will be more focused on social media and content (for \$36,000 annually), and Sunshine & Bourbon will handle strategic planning (for \$8,000 annually) if an individual contractor is chosen. This would be two separate contracts. If Solterra Strategies is chosen, they will handle both content and strategic planning (for \$45,000).
 - III. **Presentations:**
 - A. **Raylene - Grain House:** Raylene is a Cal Poly '23 graduate and was a business/marketing major. She has a background in hospitality, food/bev, fitness, and lifestyle. She has 5+ years of experience in Social Media Management and 2+ years in UGC. Her proposal for SWLA focuses on The Stay, The Place, and The People. She would stay organized with monthly calendars in Google Sheets, utilize email communications, and provide monthly analytics. Her deliverables would be a minimum of 3 social posts a week, \$250-\$300 monthly boosting on socials, bimonthly newsletters (6 total), and 1-2 content shoots per month.

- B. **Hannah Heitzig - Golden Days Media:** Hannah is a 3rd-gen SLO resident and Cal Poly graduate. Her goal for SWLA is brand consistency and intentionality—she doesn't just post to post. Her deliverables would be 16 posts per month (minimum of 4 a week), up to 5 content shoots per month, \$300 monthly boosting on socials, and newsletters. She doesn't use 3rd party posting platforms, but rather posts live for better reach. She will focus on collab posts with key accounts in the area, use location tagging, provide location details in the caption, and utilize reels and UGC. She plans monthly, but likes to remain flexible to ensure to highlight relevant events and happenings.
- C. **Kam Rowley - Sage Creative Haus:** Kam is a SLO native with over 15 years of hospitality experience. She works in the wedding industry in Edna Valley/Arroyo Grande Valley as well. Her goal is to show EG/AGV as a complete destination that is worth spending several nights in. Her approach includes the pillars of destination storytelling, community, and UGC. She is also able to offer professional photos and videography with 2-3 content shoots per month. Her deliverables also include several weekly IG and FB posts, \$5,000 in paid social for the year with audience targeting, and 6 newsletters within the year.
- D. **Stacie Jacobs, Ella Hanchett, Brian Broome - Solterra Strategies:** Solterra Strategies is currently the marketing partner for the San Simeon LFA and H1TA. They have 15 years of experience, and their client base is wine and tourism. Their deliverables would include 3 posts, 3 stories, and 2 reels monthly, boosting per month, quarterly content shoots, and quarterly newsletters. They would also focus on partnering and cross-promoting with other LFAs and local organizations. They would provide quarterly analytics to the board. Their year one proposal is \$45,000 to meet our budget, but that fee is expected to go up in year two.

IV. Consent Items:

- A. Jena motions to approve the meeting minutes from 3/18/26 with the correction of the Sunshine and Bourbon rebrand proposal price at \$8,000 rather than \$7,000. Karen seconds the motion. No objections. All in favor. **Minutes are APPROVED.**
- B. Leigh motions to approve the March financials. Jena seconds the motion. No objections. All in favor. **March financials are APPROVED.**

V. CBID/H1TA Updates:

- A. **LFA Summary:** The district formation target is now extended to 18-24 months. H1TA implemented a Code of Civility that will now apply to all the LFA boards as well.
- B. **Music Road Trip:** This is a new app that highlights free or paid music performances. Visit SLO Cal will be sponsoring it. There are already 60,000 sign-ups after 4 months and no

marketing yet. Ideally, all lodging info will be available in the app. This would be a \$2,000 one-time investment to support.

VI. Budget: The 2026/27 projected budget has two options. Option A is Leigh's proposal, and Option B offers all the opportunities/costs available. Option A shows the new marketing partner cost, no SF Gate story, lower contingencies by \$2,500, and no SLO Wine Coast Collective investment. It includes the Music Road Trip and Redbud tree planting, given the board approves these.

VII. Action Items:

A. ***Sunshine & Bourbon Rebrand:*** The board is looking to rebrand SWLA and to create a brand video with Sunshine and Bourbon. They submitted and presented their proposal in the March meeting. Leigh motions to approve the rebrand and video with Sunshine and Bourbon for \$13,000 annually. Jena seconds the motion. No objections. All in favor. **MOTION PASSED.**

B. ***Marketing Partner for 2026/27:*** Leigh proposes the idea of working with Hannah/Golden Days Media as the content creator and Sunshine and Bourbon as the strategic partner to ensure the deliverables are meeting brand expectations. Jena, Karen, and Sarah were also impressed with her proposal. Leigh motions to approve \$36,000 annually for Golden Days Media/Hannah as the creative marketing partner starting July 1st, 2026. Karen seconds the motion. No objections. All in favor. **MOTION PASSED.**

Jena motions to approve \$8,000 annually for Sunshine and Bourbon as the strategic marketing partner starting July 1st, 2026. Karen seconds the motion. No objections. All in favor. **MOTION PASSED.**

C. ***2026/2027 Draft Budget:*** The board agrees to Option A of the budget with Leigh's proposals. Karen motions to approve the 2026/2027 draft budget with \$94,769 total expenses. Jena seconds the motion. No objections. All in favor. **MOTION PASSED.**

D. ***Lizzy's resignation:*** Leigh motions to approve Lizzy's resignation effective June 1, 2026. Karen seconds the motion. No objections. All in favor. **MOTION PASSED.**

VIII. Closing Comments: There are two available spots on the board, and these can be non-constituents. Thank you to Lizzy and Danielle for their dedication to the board.

The board discusses that there might be a need to call a special meeting prior to September to start the rebrand with Sunshine and Bourbon. They might reach out to each board member individually to get started. Otherwise, the next meeting will be September 16, 2026, at 3 pm. Location TBD.

IX. Adjournment: 2:23 pm