

Draft Until Approved
SLO Wine Lodging Alliance
Board Meeting Minutes

January 10, 2017 – 741 Twin Creek Way, San Luis Obispo

Board Members Present:

Ed Kurtz
Sally Kruger
Laura Jeffrey
Pat Goetz
Lizzy Thompson (arrived at 3:10)

Absent:

Pattea Torrence
Corinne Smith

CBID:

Cheryl Cuming (CAO)

Others Present:

Cheryl Rowe, Admin
Judith Cohen, Solved Media

1. **Call to Order:** by Ed Kurtz at 3:04 pm
2. **Public Comment:** None
3. **Consent Items:** The November 8, 2016, minutes were submitted for review and approval. A motion was made by Pat Goetz, and seconded by Laura Jeffrey to approve the minutes. With no further discussion, the November 8, 2016 minutes were approved by a voice vote of the local Advisory Board.
4. **Budget Update:** Ed Kurtz reviewed the budget and noted a 40% increase year over year from July through November. He suggested that the year's budget be reviewed in at the next meeting.
5. **CBID Local Fund Update:** CAO Cuming reviewed the H1DR website update pointing out that Edna Valley and Arroyo Grande Valley each have their own pages. The enhancements to the site include videos, must-see spots, blogs, promotions, etc. Pat asked if larger regions maintain their own separate landing pages and CAO Cuming confirmed that they do. Pat asked is the SLO Wine Lodging landing page re-directs and Judith confirmed that it does. CAO Cuming then reviewed the local fund summary, upcoming eblast for the region and inclusion of focused video. Judith encouraged short videos in general for their cost effectiveness. Pat asked if the board would have any input on how AG Valley is depicted. CAO Cuming stated that the content of the video is based on the map and regional highlights. Judith asked if the video will be narrated and CAO Cuming indicated that the videos includes images with titles and music; a departure from the On the Road with Jo video series.

CAO Cuming next reviewed the Coastal Discovery & Stewardship toolkit and noted that the celebration starts this weekend. The CBID's goal of increasing web sessions by 30% is being met and currently stands at 57%. Much of this is generated by the All Roads Lead to Roam campaign. The supporting videos are tracking well. Judith inquired about digital ed efforts and CAO Cuming confirmed the efforts on YouTube, Facebook and video ads.

6. Presentations:

a. FreshBuzz

Judith Cohen presented two rack card concepts with the difference being a map component. SLO Wine is willing to allow use of their map but only if it's not altered. Pat liked the map because of the winery attractions but asked if lodging would be noticed. CAO Cuming suggested adding an inset with the lodging. Judith suggested that they could create a map with the board's input on call-outs, reference points and lodging additions. The board also discussed the event calendar included with the map and proposed changing from specific dates to months or seasons. Pat

agrees thinking that visitors will check the event website for specific dates regardless. The board confirmed that they like the images included in the concepts.

7. Action/Discussion Items:

a. Landing Page

Ed asked about the status of the landing page and Judith said that she would need to review the proposal; the amount of content being a determining factor. Pat noted that the mobile landing page is currently re-directing to the old website. Judith provided a budget of \$1800-2500. Ed feels that the landing page is priority over the rack card. Judith confirmed it will get priority.

b. Board Terms

Ed reviewed the board terms for current members and it was confirmed that Sally is the only current non-constituent. CAO Cuming confirmed that with a board of seven members there can be as many as two non-constituents. The board terms are purposely staggered and incoming members taking over seats retain the same term.

c. Collateral Materials

CAO Cuming reminded the board that banner ads need approval. Judith asked which sizes are needed and CAO Cuming provided the details and reminder her that the home page drop-down is needed first. Ed reviewed board minutes from a prior meeting and found that the landing page budget had previously been estimated at \$1,000. He asked that the scope be limited to \$3,000. CAO Cuming noted that the contract would need to be amended to exceed the existing amount.

8. Future Agenda Items/New Business: None

9. Closing Comments: None

10. Next SLO Wine Lodging Alliance Board Meeting:

Date: March 14, 2017
Time: 3:00pm
Location: 741 Twin Creeks Way, San Luis Obispo, CA

11. Adjournment: The meeting was adjourned at 4:25pm.