

Draft Until Approved
SLO Wine Lodging Alliance
Board Meeting Minutes

March 14, 2017 - 741 Twin Creek Way, San Luis Obispo

Board Members Present:

Ed Kurtz
Sally Kruger
Corinne Smith
Pat Goetz
Lizzy Thompson
Pattea Torrence

CBID:

Cheryl Cuming (CAO)

Others Present:

Landy Fike
Judith Cohen, Solved Media

Absent:

Laura Jeffrey

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1. **Call to Order:** by Ed Kurtz at 3:06 pm. **Roll Call:** All present except Laura Jeffrey (excused).
 2. **Public Comment:** Ed introduced Landy Fike as potential admin, and Landy introduced herself and spoke to her experience.
 3. **Consent Items:** The January 10, 2017, minutes were submitted for review and approval. A motion was made by Pat Goetz, and seconded by Sally Kruger to approve the minutes. With no further discussion, the minutes were approved by a voice vote of the local Advisory Board. Abstain: Pattea and Corinne.
 4. **Budget Update:** Ed Kurtz reviewed budget details:

July 1 - January 31 \$12,560 and projected from February 1 - June 30 \$4,540 totaling approximately \$17,000 or \$1,400/month.
 5. **CBID Local Fund Update:** CAO Cuming reviewed the stat summary recap, and confirmed that EV AGV will be the May Rural Road Trip destination focus. Cheryl also shared all available video links, as spoke to the CBID partnership with SLO CAL throughout the Highway 1 closures.
 6. **Presentations:**
 7. **Action/Discussion Items:**
 - a. **2016 | 2017 Budget Review**
Ed reviewed each budget line item in order for the board to preview and determine additional investments through the end of the current FY:

Carry Forward \$14,000 Admin County \$150/month Local Admin \$250/month Chamber dues \$260/year SLO Wine partnership \$4,000/year Visitor Guide ad \$1,200 Photography \$500 Certified Folder \$225/month	FreshBuzz Solve: Social Media Management \$500/month Advertising \$200/month Web Development \$2,500 Web Maintenance \$200/month SLO Wine Ad: \$200 VG Ad: \$200
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b. FreshBuzz projects, including Website Development

Corinne noted that finding the lodging information has too many clicks and Pat agreed. Judith reviewed 3 design and development options for additional lodging functionality to current landing page. It was determined that booking engine options would not be pursued due to cost (\$1,500/month). Corinne wants a 1-click to lodging and would like more time to discuss the options. This item will be placed on future agenda items.

Board discussed the need to update the ads for both SLO Wine map and SLO Chamber Visitor Guide. Board supports continuing with monthly Social Media Management and advertising.

A motion was made by Pat, and seconded by Lizzy, to approve an additional \$4,000 in funding for FreshBuzz through June 30, 2017. With no further discussion, the funding was approved by a voice vote of the local Advisory Board.

c. Brochure and Certified Folder

Ed spoke to the details of the Certified Folder program with 117 locations for \$225/month. He noted that additional rack brochures would need to be printed at approximately \$1,000 for 10,000 brochures. Board determined they would hold off funding until July budget discussion and place as a future agenda item.

d. SLO Chamber

Ed spoke to the details of both the annual Chamber membership and the Visitor Guide. The \$260 annual dues allow for presence within the Visitor Center, and the guide distribution is noted at 200,000 copies.

A motion was made by Corinne, and seconded by Lizzy, to approve \$260/year Chamber membership. Pattea noted that we need to do more with the membership. With no further discussion, the funding was approved by a voice vote of the local Advisory Board.

A motion was made by Corinne, and seconded by Ed, to approve \$1,200 Chamber Visitor Guide 1/3 page ad. Board discussed and Corinne asked Ed why he felt this investment was valuable, and Ed shared experience with guide. Ed called for a vote by hand. Ed, Lizzy, Pat, Corinne and Sally approved and Pattea voted no. Motion carries.

e. SLO Wine Partnership

Ed noted that the annual partnership includes an ad within the SLO Wine map, and that new art has been requested. Corinne and Pat noted that other benefits should be reviewed based on what was negotiated. Ed noted that renew is in July 2017, and this item will be placed as a future agenda item.

f. Administrator expanded scope and funding

Ed reviewed expanded scope to include additional time to work with Judith, and assist more directly with the Marketing Committee. Landy expressed her interest in becoming the new admin.

A motion was made by Pat, and seconded by Lizzy to approve \$250/month effective March 15, 2017. With no further discussion, the funding was approved by a voice vote of the local Advisory Board.

A motion was made by Pat, and seconded by Pattea, to approve Landy as admin. With no further discussion, Landy was approved by a voice vote of the local Advisory Board.

g. SLO Wine Lodging Constituent List

Cheryl provided current list.

h. Use of SLO Wine Lodging Logo

Corinne asked about use of logo and Cheryl confirmed that it can be used on all constituent sites, and with all communication about SLO Wine Lodging.

8. Future Agenda Items/New Business:

Book Now functionality
Photography assets
FreshBuzz monthly report within board packet
Role and duties of local admin

Chamber membership: what we want
SLO Wine membership: what we want

9. Closing Comments: None

10. Next SLO Wine Lodging Alliance Board Meeting:

Date: May 9, 2017
Time: 3:00pm
Location: Corinne will determine

11. Adjournment: The meeting was adjourned at 4:55pm.