

Draft Until Approved
SLO Wine Lodging Alliance
Board Meeting Minutes

November 14, 2017 - 2050 Biddle Ranch Rd., San Luis Obispo

Board Members Present:

Ed Kurtz
Jena Wilson
Leigh Woolpert
Lizzy Thompson
Pattea Torrence

CBID:

Cheryl Cuming (CAO)

Others Present:

Landy Fike, Admin
Judith Cohen, Solve Agency
Elise Caraway, Hacienda Felise
Dwyne Willis, SLO Provisions

Absent: Laura Jeffrey; Pat Goetz

1.

Call to Order: by Ed Kurtz at 3:37 pm.

2. Public Comment: None

3. Consent Items: The September 19, 2017 minutes were submitted for review and approval. A motion was made by Leigh Woolpert and seconded by Jena Wilson to approve the minutes. With no further discussion, the minutes were approved by a voice vote of the local advisory board.

4. Presentation: Dwyne Willis, SLO Provisions

Dwyne gave background of SLO Provisions, opened two years ago as takeout and expanded to include a cafe. Fresh from scratch, small batch, local cooking. Also have retail section with local products. Growing aspects include their "drop & go" catering portion of the business plus they partner with full scale caterers; picnic/box lunches for wineries and Safe Ride; and the newest is the Pantry Program where they will stock kitchens in AirBnB, VRBO and rental properties in the Edna Valley. Dwyne asked for feedback from the Board - what's interesting to us? Menu or check-off list? Shopping list or packages: romantic or family? Have to consider logistics, keys to access and when are units ready. Need lead time of 48 hours with a minimum \$100 + delivery fee. Available on website, would need SLOWA constituents to advertise/offer this service to their guests.

5. CBID Local Fund Update: CAO Cuming gave an overall description of the promotional activities of SLOWA and how the percentage funding flows from the county for Elise Caraway, an AG lodging constituent.

Cheryl reviewed the November summary and destination numbers. Kind Traveler was extremely successful with an increase 28K emails added to existing 60.5K. Kind Traveler is doing three separate promotions, the next one is in January. A great partnership for H1DR. San Simeon RRT successful and Cambria added 5K emails

and are still tallying.

Cheryl spoke about *Chute*, which is a photo asset sharing site. Resolution quality may be an issue.

Coastal Discovery launches in December with constituents able to promote lodging packages. There are 36 different activities with one being a free IMAX movie at Hearst Castle called *Oceans*. The promotions are for January and February.

Roadtrippers had a great email blast about our area.

Grant Program - Cheryl supplied the latest approved grants from the county.

SLOWA may apply for funds starting in March, for "permit and shovel ready" projects. The county looks for partner funding with non-profits. Examples would be SLOWine Country and Bike SLO County. Pattea suggested Edna Valley Gateway signage.

6. **Budget Update:**

Ed recapped the budget: \$20,000 budget

Up 35% over last year. Funds are available with 13K carryover that SLOWA could spend at least half on: Facebook, chamber ads or photo assets.

7. **Member Updates, Committee Reports:**

Judith Cohen, Solve Agency expressed the dire need for photo assets to use in print and in social ads and updating the website. We need great photos highlighting the valleys. Iconic sights of the valleys. Judith would like to work with Brittany App, local photographer and presented a budget proposal for \$1200.

A motion was made by Pattea Torrence and seconded by Lizzy Thompson to add an addendum to the budget up to \$1500 for new photo assets. With no further discussion, it was approved by a unanimous voice vote of the local Advisory Board.

Judith spoke to the website and the difficulty of getting people to look at it. It requires much more SEO effort. Judith is adding a popup for collecting emails, for use with future newsletters. Mailchimp is the collector of the emails. The popup avg lenght of time is 35 - 40 seconds.

8. **Action/Discussion Items:**

a. **Advertising Options:**

- i. SLO Co. Airport - Ed felt video too rich for our monthly budget.
Banners more appealing but do not have program pricing in place yet.
The airport knows we are interested. SLO Co. Wine Country is redoing their video - co-op opportunity
- ii. PC/Mobile app - custom app for contest. Gift from Solve
- iii. Pismo Beach Visitor Center - top in the state. \$25/month to leave rack cards.
- iv. Newsletters - so not have to be highly designed or expensive. Three to four newsworthy blurbs with call to actions. Videos are strong and we have plenty of content. Ed asked Judith to prepare a proposal for the next board meeting. Advertising can link to mailchimp.

b. **Board Renewals**

Discuss offline

- c. **Marketing Committee:**
Discuss in January with a full board. Need 2 - 3 people.
- d. **Vice-Chair:**
Discuss with full board in January. Elect or appoint?
- e. **Board Meeting Start Time:**
Cheryl has conflicting meetings and needs extra time to get to SLOWA meets.
Changing start time to 3:30pm.

11. **Future Agenda Items/New Business:**
Marketing Committee and Vice Chair. Newsletter proposal.

10. **Closing Comments:** None

11. Next SLO Wine Lodging Alliance Board Meeting:

Date: January 9, 2018
Time: 3:30 pm
Location: Greengate Ranch & Vineyard

11. **Adjournment:** The meeting was adjourned at 5:10 pm.