

Draft Until Approved
SLO Wine Lodging Alliance
Board Meeting Minutes

July 11, 2017 - 741 Twin Creeks Way, San Luis Obispo

Board Members Present:

Ed Kurtz
Laura Jeffrey
Pat Goetz
Lizzy Thompson
Pattea Torrence

CBID:

Cheryl Cuming (CAO)

Others Present:

Landy Fike, Admin
Judith Cohen, Solve Agency
Heather Muran, SLO Wine Country
Katie Sturtevant, STP
Leigh Woolpert
Jena Wilson

Absent: n/a

Call to Order: by Ed Kurtz at 3:05 pm.

2. **Public Comment:** None

3. **Introduced** Leigh Woolpert of Biddle Ranch. Leigh gave a brief history of her background and involvement in the community. Leigh is also on the SLO Wine Country Board. Leigh's application for the EVAGV Local Fund Board was included in the board packet.

4. **Consent Items:** The May 9, 2017 minutes were submitted for review and approval. A motion was made by Pat Goetz and seconded by Lizzy Thompson to approve the minutes. With no further discussion, the minutes were approved by a voice vote of the local advisory board. Ed Kurtz and Laura Jeffrey abstained.

5. **CBID Local Fund Update:** CAO Cuming reviewed the results of the May Rural Road Trip Contest. EVAGV was the last community to be featured with 152,206 impressions, 758 video views, 1,778 Facebook clicks and 2,418 emails for the data base. All of the videos, press releases, blog entries are available for use by the constituents.

June's summary included the successful partnership with The Tribune by providing editorial for Beach Towns of the Central Coast publication that was distributed in Fresno County. The year-end was completed and renewed for another year.

In the 2016/17 Co-op recap, SWLA was always represented: SF Gate digital paper native advertising; Alaskan Air, ad with SLOCal; CCTC ad in Sunset; Visit CA and Pismo Beaching the Brand USA outdoors; native ads with BuzzFeed.

July's summary showed emails at 59,630 and YouTube views increased to 13,295 from May's 658. The CBID 2017/18 budget was approved and includes a sponsorship for

Kind Traveler that works with the Stewardship Traveler Program. Also in the mix will be 250,000 H1DR maps distributed. An infrastructure/beautification application is available for local funds to pursue things like signage, playground equipment or lighting. A bright spot in the north county is Ragged Point being able to host weddings that have been cancelled in the Big Sur areas.

6. **Introduced** Jena Wilson of Greengate Ranch & Vineyard. Jena gave a brief history of her background and involvement in the community. Jena's application for the EVAGV Local Fund Board was included in the board packet.

7. **Presentations:**

Katie Sturtevant, director of the Stewardship Travel Program

Reviewed the CBID end of year report. Noted that the STP won the Cal Poppy Award for "Contribution to Community. Due to its popularity, STP is reprinting their Wildlife Viewing tips and Stewardship tips.

Success Stories: The 4th annual Coastal Discovery was a big success. Partnered with Whale Trail on seven interpretive signs. Avila Beach started beach cleanup tote bags with local art printed on them to encourage participation. STP workshop collaborations with constituents, parks & rec and the Land Conservancy in Avila Beach, Los Osos, Cayucos and Cambria were well received.

Katie gave stats that show 75% of travelers believe it's important that their travel dollars benefit the communities they visit.

Katie explained the sponsorship of Kind Traveler. It is a hotel booking platform that gives the booker a discount on hotels when the booker donates to a charity on their site. Katie spoke briefly on the creation of a Heritage Trail that follows the H1DR.

Heather Muran, Executive Director, SLO Wine Country

Heather spoke to the growth in their brand recognition in travel and wine publications. There are 32 member wineries with the potential for 5-7 member growth. She mails 100 - 150 map brochures weekly. The maps are also available digitally. New this spring is the ability to plan your wine trail with Google maps. The brochure/maps are available in Monterey, Santa Barbara and Oxnard but have pulled out of the San Jose Airport. SLO Wine Country has partnered at events with SLOCal, City of SLO and Pismo Beach. Pat asked if SLO Wine is planning any new events and Heather replied no as it is too expensive and she hasn't enough bandwidth.

Associate membership benefits include: listings on website; a booth or 8 tickets to Harvest on the Coast; newsletter content and branding; social media branding; content sharing; and banners ads on slowine.com.

Judith Cohen, CEO, Solve

Judith reviewed the 2016/17 services and proposal for 2017/18. She recommended considering a branded blog on the SWLA website. With the objective of creating more storytelling which translate into more social media interest and sharing. Pattea asked how and where would the content come from.

Items for consideration:

Booking Strategy - need to flesh out

Blog development

Website maintenance, management and updates
Video Strategies
Email Marketing, template & monthly newsletter

8. Katie, Heather and Judith were invited to stay but left the meeting before discussion of their proposals.

9. **Budget Update:** action/discussion item

10. **Action/Discussion Items:**

a. 2016/17 Budget Review:

Ed reviewed the overall budget, reflecting \$12,000 was the budget for 2106 and projecting for 2017 would be \$20,000. Projected carry forward would be \$11,000. Ed asked if we could change the budget layout to take care of known costs, not to exceed \$20,000.

Costs:

Admin - General fund + district	= \$2,940
- Local fund (\$250/mo)	= \$2,000
Chamber Membership	= \$ 260
SLO Wine Country	= \$4,000
Solve	= \$9,000
<u>- Maintenance</u>	<u>= \$1,800</u>
	= \$20,000

Extras:

Chamber ad -	\$1,200
Facebook campaign	\$1,800

It was asked why we have \$1800 in maintenance for a landing page when Judith said it was easy and less than a hour a month to manage. It was pointed out that H1DR is free to us. Ed reminded us that we have a very good partnership with Solve and they are the most invested in our success. Cheryl said that Solve is giving EVAGV more than other LFB are receiving from their agencies. It was agreed that Ed would ask Solve for a decrease in the maintenance cost. Will review strategy at next meeting.

A motion was made by Pat Goetz, and seconded by Pattea Torrence, to approve an overall budget amount of \$20,000. With no further discussion, it was approved by a unanimous voice vote of the local Advisory Board.

A motion was made by Pat Goetz, and seconded by Pattea Torrence, to approve a budget of \$10,800 for Solve. With no further discussion, it was approved by a unanimous voice vote of the local Advisory Board.

b. SLO Wine Country membership renewal

Ed feels that the \$4,000 membership is a good value. Pat would still like to replace the Harvest booth option with tickets to the event or decrease the membership cost to \$3,500. Pat is going to contact Heather to proposed the change.

A motion was made by Pat Goetz, and seconded by Lizzy Thompson, to approve the SLO Wine Country membership for \$4,000. With no further discussion, it was approved by a unanimous voice vote of the local Advisory Board.

c. Board Renewals

Pattea asked Jenna and Leigh to give several reasons why they would add a different voice to the board. Both cited their youthful outlook and understanding of the millennial wants and needs.

A motion was made by Lizzy Thompson and seconded by Pat Goetz to approve the board application of Leigh Woolpert. With no further discussion, the motion was approved by a voice vote of the local advisory board.

A motion was made by Pattea Torrence and seconded by Lizzy Thompson to approve the board application of Jena Wilson. With no further discussion, the motion was approved by a voice vote of the local advisory board.

d. September Meeting date change

Ed is unable to make the meeting on September 12th and asked if the meeting could be moved to another day. It was agreed that Wednesday, September 20th at 3 pm would work for the board members.

11. Future Agenda Items/New Business:

Landing Page discussion

Discussion on how to spend a portion of our carryover

Solve maintenance costs

10. Closing Comments: None

11. Next SLO Wine Lodging Alliance Board Meeting:

Date: September 20, 2017

Time: 3:00 pm

Location: Ed Kurtz to determine

11. Adjournment: The meeting was adjourned at 5:15 pm.