

Draft Until Approved
SLO Wine Lodging Alliance
Board Meeting Minutes

September 19, 2017 - 741 Twin Creeks Way, San Luis Obispo

Board Members Present:

Ed Kurtz
Jena Wilson
Leigh Woolpert
Lizzy Thompson

CBID:

Cheryl Cuming (CAO)

Others Present:

Landy Fike, Admin

Absent: Laura Jeffrey; Pat Goetz, Pattea Torrence

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1. **Call to Order:** by Ed Kurtz at 4:07 pm.
 2. **Public Comment:** None
 3. **Consent Items:** The September 19, 2017 minutes were submitted for review and approval. A motion was made by Lizzy Thompson and seconded by Ed Kurtz to approve the minutes. With no further discussion, the minutes were approved by a voice vote of the local advisory board.
 4. **CBID Local Fund Update:** CAO Cuming reviewed the September summary and destination numbers with special attention paid to the TOT which is looks wonderful.

The annual update of the EVAGLFA constituent list was discussed. Cheryl explained that there are odd boundaries with Cal Poly and parts of Los Osos considered part of unincorporated SLO. Ed Kurtz asked how we'll know if licensed properties are active? Cheryl explained that the county will not share private information, properties may hold license, but may not be active. Challenge being that emails are not considered public information by the county. SLO Cal is going to share emails they've collected so we will benefit from this. Funnel any property questions through Landy.

Kind Traveler was discussed. It is a platform that allows travelers to contribute back to places that they visit. \$9000 sponsorship involving three contests.

All agency meeting - no one from EVAG LFA attended. Judith did not attend.

Rural Road Trip is in full swing with each month profiling a different community, including contest, video blog and 550K emails. Ed asked if SWLA could add to the the marketing campaign. Cheryl explained that there are several layers available. SWLA will be featured in May.

Cheryl touched on the communities on the North Coast and their challenges with the road closure. San Simeon TOT down 30% and Hearst Castle is down 15%.

9. Budget Update:

Ed recapped the budget:

\$20,000 budget

Admin

Marketing

SLO Wine Country partnership

Chamber Membership

Carry forward of \$13,600. Good news of \$4,800 in July revenue, “mindblowing”.

10. Member Updates, Committee Reports:

Solve’s marketing report was discussed with emphasis on engagement.

11. Action/Discussion Items:

a. Review Advertising Strategy:

Cheryl - one of the best investments is blog content.

Email data base is 2,100 and should grow to 5,000 by next May with the RRT contest. Email blasts, quarterly newsletter and monthly blogs are ideas for potential advertising.

b. Landing Page Discussion:

Do we keep ours or use H1DR? It’s expensive to maintain ours. Maintenance fee is unto \$150/month. Cheryl discourages us from creating/maintaining own website. It was noted that SLO Wine Country lists some of our properties but is unable to host all 58. Facebook represents each property. Landy to compile updated list for Solve. Outreach idea - email constituent list with summary of accomplishments.

c. Carryover spending ideas:

Ed asked is there anything new to invest in? Other than digital. Events?

Ideas:

Marathon goody bags

Straight Down Golf Tournament

Harvest on the Coast - promo

Beatification & Infrastructure

a. County wide program grant available for projects with permitting fees in order. Submission is early January.

b. Ed asked if there is any county land/easements not being utilized. If county has land - use?

c. Monterey County has the large signs of local farmers.

SLO Co. Airport - Kiosks; rack cards; how to jump on board with Alaska Airlines and their case of wine promotion

Boost Facebook and Instagram

PR - find social media influencer - specific to niche interest

Ed asked that all bring back ideas to November meeting. We'll have a better feel on funds after quarter one financials and amount available to spend.

11. **Future Agenda Items/New Business:**

Need new assistant chairperson. Board would like to rotate the meetings so members can see the different properties.

10. **Closing Comments:** None

11. Next SLO Wine Lodging Alliance Board Meeting:

Date: November 14, 2017

Time: 3:00 pm

Location: Ed Kurtz to determine

11. **Adjournment:** The meeting was adjourned at 5:06 pm.