

Draft Until Approved
SLO Wine Lodging Alliance
Board Meeting Minutes

January 9, 2018 - 300 Greengate Rd., San Luis Obispo

Board Members Present:

Ed Kurtz
Jena Wilson
Laura Jeffrey
Lizzy Thompson

CBID:

Cheryl Cuming (CAO)

Others Present:

Landy Fike, Admin
Judith Cohen, Solve Agency

Absent: Pat Goetz; Leigh Woolpert; Pattea Torrence

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1. **Call to Order:** by Ed Kurtz at 3:34 pm.
 2. **Public Comment:** None
 3. **Consent Items:** The November 14, 2017 minutes were submitted for review and approval. A motion was made by Lizzy Thompson 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. **CBID Local Fund Update:** CAO Cuming reviewed the December and January summaries and destination numbers. It was noted that TOT will start to even out as we work through last year's huge jump in new constituents. Coastal Discovery & Stewardship promotions are in full swing with Budget Travel running an article. Forty events are available for tourists and locals and all constituents are encouraged to tie their lodging into the events, even though there are no events scheduled in EV or AGV. Hearst Castle is hosting a free movie called *Oceans*. The events run through February. Rural Road Trips - H1DR is starting to prepare assets like new video, press releases and blogs. Judith asked for new video, right now using static images to make videos. Cheryl will check on availability of raw video. Ed asked if other LFA's talk about our region during their designated RRT month. Cheryl responded that it's up to each LFA. She does note that Avila promotes Avila Valley wines and the North Coast uses the Paso wine region. Oceano does mention it's proximity to Edna Valley wines.
 5. **Budget Update:**
BID assessments up 40%, more licenses through the county bringing rentals into compliance. AirBnB funds not included as the county collects the funds in a lump sum. Ed said we have \$4000 extra to spend. Bottom line: \$20,000 in expenses, \$24,000 in revenue and a carryover of \$13,000 that needs to be reinvested.

6. Member Updates, Committee Reports:

Marketing: Judith Cohen reviewed the December marketing report. Videos are garner the most engagement, the most click throughs. Social numbers are up on video views and minutes engaged. With the website/landing page active for one year, numbers should be higher; need to improve on interest and action by users. It is doing its job of recognizing both locations - EV & AGV. Ed asked what would be a solution. Judith needs *all* constituents sharing the Facebook and Instagram posts.

Ed Kurtz asked about newsletters. Presently we have 2100 emails in our database from last year's RRT. The template would be shared with constituents so they can send to their databases. 18 - 20% is a good open rate for newsletters. The focus is on relevant content. Great for sharing specials that constituents are offering. Many looks available:

Introduction, content about area, relevant to stay; cannot single out individual constituents; generic to region; seasonal; include map; local events; logos at footer and header and most important - Call to Action.

Cheryl noted that we should talk to the advantages of Pismo as a seaside playland near wine country.

7. Action/Discussion Items:

a. Advertising Proposal:

- i. Newsletter - template created specifically for SLO Wine Lodging. Mobile responsive with 65% of uses on mobile devices. \$650 to set up. \$450 for each launch. Cheryl suggested that if vote to approve, one launch should be in April to promote our RRT in May. Ed and Lizzy thought quarterly would be a good amount. Judith reminded us that there is an extra cost for email subscription services. The board felt it was better to start sooner, mid-February, again mid-March and May 1st.

A motion was made by Lizzy Thompson and seconded by Laura Jeffrey to add an addendum to the budget for up to \$2500 for newsletter program through Solve, through June 30, 2018. With no further discussion, the motion was approved by a unanimous voice vote of the local Advisory Board.

- ii. Web Maintenance- Ed said that web maintenance should be part of the Solve agreement. Judith spending 1 - 1.5 hours each month maintaining the landing page/web. Trying to keep it to one hour monthly. Ed estimates 1.5 hours/month for \$90/month. Cheryl, need to approve an overall budget that captures everything. With plug-in and backup initial fees plus newsletters, the motion would need to be amended.

The original motion was amended by Lizzy Thompson and seconded by Laura Jeffrey to add an addendum to the budget for up to \$4000 for the newsletter program and web and email services through Solve, through June 30, 2018. With no further discussion, the motion was approved by a unanimous voice vote of the local Advisory Board.

b. BIG Application -

What is important to Board? Ideas range from wine trail signage, bike fix-it stands. Ed, need brainstorm meet or subcommittee. Partner with non-profit like SLOCOG or SLO Wine Country. The non-profit organization is responsible for submitting the application. Ask Heather Muran if there are any wine infrastructure projects needed. Ask SLOCOG about Tourism Oriented Directional Signage.

c. Board Renewal:

Pat Goetz submitted letter stating her intent to renew her board term for five years.

A motion was made by Ed Kurtz and seconded by Laura Jeffrey to approve the renewal of Pat Goetz as an advisory board member commencing November 20, 2017 through November 19, 2022. With no further discussion, her term was approved by a voice vote of the local advisory board.

d. Election of Officers:

Postponed until next board meet.

e. Establishment of Marketing Committee:

Postponed until next board meet.

f. Establishment of Beautification Committee:

Postponed until next board meet.

8. Future Agenda Items/New Business: none

9. Closing Comments: Laura Jeffrey asked about outside vendors offering discounts to guests of our constituents. Like wineries, surf shops or restaurants.

10. Next SLO Wine Lodging Alliance Board Meeting:

Cheryl unable to make March 13 board meeting. Ed asked if we could change to another date. Agreed to Tuesday, March 20th.

Date: March 20, 2018

Time: 3:30 pm

Location: Ed Kurtz's, Casita at Bobcat Vineyard

11. Adjournment: The meeting was adjourned at 4:51 pm.