

Draft Until Approved
SLO Wine Lodging Alliance
Board Meeting Minutes

March 20, 2018 - 741 Twin Creeks Way, San Luis Obispo

Board Members Present:

Ed Kurtz
Pat Goetz
Lizzy Thompson
Leigh Woolpert

CBID:

Cheryl Cuming (CAO)

Others Present:

Landy Fike, Admin
Judith Cohen, Solve Agency
Katie Sturtevant, STP

Absent: Jena Wilson; Laura Jeffrey

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

2. Public Comment: None

3. Consent Items: The January 9, 2018 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. Presentation: Jocelyn Brennan was unable to attend.

5. CBID Local Fund Update: CAO Cuming reviewed the February LFA summary and destination numbers. Included in the report were the 2017 overall year TOT/Assessment numbers. CBID overall is trending better than the end of last year. Kurtz thinks it's important to think of encouraging bookings in November and December for January through March stays. It was noted that the Local Fund Area Applications for 2017 totaled \$1,352,557 with 73 total projects funded. SLO Wine Country did submit their application for updating way finding signage in Edna Valley.

Coastal Discovery & Stewardship- the free movie "Oceans" had a total of 34,000 attendees; the best attendance ever. This also positively impacted ticket sales for the castle. Cheryl encouraged the board to take advantage of the CD&S next year, looking at events that impact our area and hype those along with the coast.

Rural Road Trips - May is the designated month for Edna Valley/Arroyo Grande Valley RRT. New this year is the partnership with SLOCal for RRT and "Bucket List" promotion. A retargeting co-op with SLOCal over the a seven week period.

Katie Sturtevant - Emphasized that she's a great resource for Coastal Discovery ideas. Reviewed the very successful run of "Ocean", the Disney movie shown for free at Hearst Castle during CD&S month. Over 34,000 attendees. Sturtevant listed some of the different promos used by others in the CBID for CD&S. She cited a report that states 75% would spend more money if they care about the region environmentally. This feeds into the partnership with Kind Traveler. There are

three sweepstakes throughout the year highlighting the best of H1DR. Their clientele is higher end and care about the environment. Over 45K+ emails garnered. Sturtevant cited another stat concerning visitors - history is the top 5th reason people visit areas. To capture that audience, heritage trails along the H1DR are established and there is a new map with the historic sites marked.

6. Budget Update:

BID assessments up some 37% for the first seven months of the fiscal year. Would like to work on 2018 - 2019 budget at the May board meeting.

7. Member Updates, Committee Reports:

Marketing: Judith Cohen reviewed the February marketing report. Videos are garner the most engagement, encouraged the board to think about adding to next year's budget. Will start on the photo shoots in early April. Should be fantastic with recent rains. Thinking of locations at this time, need barns. Solve has redesigned the custom posts of the constituents used on Facebook and Instagram. Newsletter blasts in March had a 33% open rate. 79 opted out. Next blast is April 18th. Content for April, Rural Road Trip and Roll Out the Barrels. RRT will increase out data base for the June blast. There was a jump in users and sessions because of the newsletter.

SLO Wine Country digital ads are ok but may wish to update with new photos after the shoot. Goetz asked if we can see referrals from SLOWine ads. We can ask for traffic info if they are willing to share. Cuming asked if we are happy with results of our partnership with SLO Wine Country. Kurtz would like to talk about a potential marketing partnership to for discussions on ideas like airport kiosks and out of area conventions. Co-op on booth rentals to promote staying in the valleys along with SLO Wine Country's wine trails. SLO Wine co-ops the booth with SLOCal.

8. Action/Discussion Items:

a. Approval of ad design expense:

Kurtz asked for a motion to approve \$200 ad design for the SLO Wine Country Map.

A motion was made by Lizzy Thompson and seconded by Leigh Woolpert to approve the \$200 design expense for the SLO Wine Map ad and revised description. With no further discussion, the motion was approved by a unanimous voice vote of the local Advisory Board.

b. Contingency funds for future ad designs: Kurtz asked for an additional \$750 to be added to the Solve budget for ad design.

A motion was made by Pat Goetz and seconded by Leigh Woolpert to add an addendum to the budget for up to \$750 as contingency funds for ad design with Solve, through June 30, 2018. With no further discussion, the motion was approved by a unanimous voice vote of the local Advisory Board.

c. SLO Chamber Visitors Guide - The 2018/19 Visitors Guide ad is \$1200 for

a third page ad. Kurtz thinks the exposure to potential SLO visitors is important and the guide provides that. Cuming suggested that the board look at SLOCal Visitor Guide next year and their larger out of area distribution.

A motion was made by Ed Kurtz and seconded by Leigh Woolpert to approve the \$1200 1/3 page ad in the SLO Chamber Visitor Guide. With no further discussion, the motion was approved by a voice vote of the local Advisory Board.

- d. Board Renewal:** With Pattea Torrence's term ended, the board has an opening. The option of having just a five person board is available, but the preference is for seven. Ideas of persons to approach: Elise Carraway of Hacienda Felise and the manager of Flying Caballos. Kurtz asked Fike to reach out to the two. Goetz reaching out to Wild Hare to see if they'd like to attend a meeting. It was suggested to find someone with a background in in the history of the valleys would be a good fit.
 - d. Election of Officers:** Kurtz may have a potential conflict with the May board meeting and asked if Thompson would be interested in acting as vice-chair for May. Kurtz noted it didn't make sense to elect officers today with his term ending in June. He will speak with Laura to gauge her interest level in chairing the board.
 - e. Establishment of Marketing Committee:** Woolpert, Goetz and Thompson volunteered to work on the marketing committee. Judith will have Danielle Dubow as the Solve liaison.
 - f. Establishment of Beautification Committee:**
No beautification committee at this time.
9. **Future Agenda Items/New Business:** none
10. **Closing Comments:** SLO Provision menu for rentals was included in the packet. It was suggested that it would be ideal to send with rental agreements as a service for guests.
11. **Next SLO Wine Lodging Alliance Board Meeting:**
Date: May 8, 2018
Time: 3:30 pm
Location: Claiborne & Churchill Guesthouse
2649 Carpenter Canyon Rd, San Luis Obispo,
12. **Adjournment:** The meeting was adjourned at 4:45 pm.