

Draft Until Approved
SLO Wine Lodging Alliance
Board Meeting Minutes

May 15, 2018 - 2639 Carpenter Canyon Rd., San Luis Obispo

Board Members Present:

Ed Kurtz
Laura Jeffrey
Lizzy Thompson

CBID:

Cheryl Cuming (CAO)

Others Present:

Landy Fike, Admin
Elise Carraway
Judith Cohen, Solve Agency
Danielle Dubow, Solve Agency
Jocelyn Brennan, AGGB Chamber

Absent: Jena Wilson; Leigh Woolpert, Pat Goetz

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- 1. Call to Order:** by Ed Kurtz at 3:35 pm. Noted that a quorum was not present
 - 2. Public Comment:** Cheryl Cuming asked us to raise our glasses to Laura Jeffrey, 101 Wine Tours, for her SLO Cal Service Tourism Award. Congratulations Laura!
 - 3. Consent Items:** The January 9, 2018 minutes were submitted for review and approval. Lacking a quorum, the minutes were not voted on.
 - 4. Presentation:** Jocelyn Brennan, CEO AGGB Chamber of Commerce
Chamber will be changing its name to South County Chamber to include Nipomo and Oceano. Personally, Brennan and husband own an AirBnB which her husband manages. The AG TBID has been frozen since July 2017. Revamping the former 3-member board to nine members, consisting of 8 rentals and 2 hoteliers. They changed their philosophy from marketing just AG city to promoting the entire area, which includes our CBID. Looking for partnership opportunities.
They plan on co-op with SLO Cal. The Chamber manages the TBID, which only includes the AG city limits, no ocean. Presently in the process of hiring a marketing firm. Ed Kurtz asked if collaboration is possible and Cuming noted they could absolutely work together but cannot become a legal combination. May fund opportunities, co-op events together. Brennan gave us a resource name we may wish to access for events:
Cal Poly's Festival & Event Mgmt program.
 - 5. CBID Local Fund Update:** Cuming reinforced that everyone should be using the marketing links in their customer communications for the Rural Road Trip featuring EVAGV this month. We will be receiving a large number of new emails from this promotion that will allow us to grow our email database for newsletters.
LFA - there has been a collection issue with funds which is reflected in our 1st

quarter numbers being down.

Vacancy % - High vacancy percentages because 40% of the rental properties are not rented out. Licenses pulled but not being utilized.

Strategic Plan overview map - CBID is not an advocacy group. We use SLOCal for that purpose. CBID renewed by the Board of Supervisors this year. Cuming was happy to note that there were zero protests this cycle.

Mid-State Fair - City Showcase available for cities and local regions. Windows are available to decorate showing the best of one's community. \$5000 build out. For future - partner with AGTBID.

6. **Budget Update:** March down dramatically. People renting for entire month meaning less tax.

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

Marketing: Judith Cohen introduced Danielle DuBow, Director of Client Services for Solve. She will be our defacto account manager. Cohen reviewed the 4/18/18 newsletter; open rate was 24% and click rate just under 2%. Cuming mentioned that San Simeon resent their newsletters to non-opens and boosted open rate to 10%. Agreed that it is worth doing with ours.

Compliance Privacy Laws - because of EU's new rules on compliance, everyone has to explicitly opt in for each contest/web/email. All entities in USA looking at seriously, we would need to check zip codes to make sure we meet the criteria for European laws.

Thompson asked if the banner ads running on SLO Wine Country have been updated. Cohen responded it's up to the board if funds are available. Ed approved the expenditure for the update using the contingency fund.

8. **Action/Discussion Items – discussion only due to lack of quorum**

a. **Marketing Proposal:** Everyone is thrilled with the new photo assets. The new social media ads are performing well using those new assets. Excited to do a video with the new images as there are many more uses available. There are rates changes, slight increase.

Video - Highly recommend adding a video component to the mix for next fiscal year, 30 to 45 seconds. Strategy: storytelling of area for use on the website and newsletters. This is then cut into 15 second segments that are used as ads on social media. Kurtz asked if constituents would be able to use. No specific property can be used in the video to avoid favoritism. Cohen said there are many good videographers available in our area and they want to work in our area.

b. **2018/2019 Budget Discussion:** Kurtz - \$20,000 last year, should up to \$24,000 for 2018/19. Up it 20%.

\$ 5000	Salaries
\$ 3500	SLO Wine Country
\$ 1200	SLO Chamber Visitor Guide
\$ 300	SLO Chamber Membership
<u>\$15,000</u>	Solve Agency

\$25,000

Still have \$13,000, extra can be used for video/airport opportunities. Jeffery asked if we are members of SLOCal, premium listing. We are members. Kurtz: the good news, we keep making money. Feels we should use the excess \$13,000 funds for video. Cuming strongly encourages video with several short ones from that for multi-use.

Because of a lack of a quorum at this meeting, Kurtz suggested picking a date for a special meeting that would have a quorum for voting on the budget, new board nominee Elise Carraway and the marketing proposal.

c. Board Application: Elise Carraway - Unable to vote on Elise for lack of quorum. Kurtz mentioned that the new owner of the Casita at Bobcat Ranch would be interested in the board.

d. Board Chairperson selection discussion: Lack of quorum prevented discussion.

9. **Future Agenda Items/New Business:** none

10. **Closing Comments:** none

11. **Next SLO Wine Lodging Alliance Board Meeting:**

Date: July 10, 2018
Time: 3:30 pm
Location: To be determined

12. **Adjournment:** The meeting was adjourned at 4:42 pm.