

Draft Until Approved
SLO Wine Lodging Alliance
Board Meeting Minutes

September 11, 2018 - 655 La Teena Rd., Arroyo Grande

Board Members Present:

Jena Wilson
Laura Jeffrey
Lizzy Thompson
Elise Carraway
Leigh Woolpert
Pat Goetz

CBID:

Cheryl Cuming (CAO)

Others Present:

Landy Fike, Admin
Judith Cohen, Solve Agency
Heather Muran, SLO Wine Country

Absent: none

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- 1. Call to Order:** by Co-Chair Lizzy Thompson at 3:43 pm.
 - 2. Public Comment:** Pat Goetz mentioned that Heather Muran will be leaving SLO Wine Country in November. The Exec Director position will be posted in October. Presently looking to fill a PT position.
 - 3. Consent Items:** The July 10, 2018 minutes were submitted for review and approval. A motion was made by Pat Goetz and seconded by Laura Jeffrey to approve the minutes. With no further discussion, the minutes were approved by a voice vote of the local advisory board.
 - 4. Presentation:** Heather Muran, Executive Director SLO Wine Country Basing sponsorship package on what SLOWLA has committed to in the past years. Support level: \$3,500. SLOWC is just starting an update to their branding and web-site with Makers & Allies, focusing on being content driven, more photography, more information on partners and much more interactive. Four to six month timeline for completion. SLOWC is looking at becoming San Luis Obispo Coast to be more inclusive of the different areas in the region. They've petitioned to expand AVA (Coast). San Simeon to Nipomo would be included. EV & AG would become a sub-AVA. Also exciting is the Cal Food Ag grant that is enabling SLOWC to develop bench markers for sales and purchasing power and to increase conversions. SLOWC's *Stay* page on their website lists upwards of 30 properties. SLOWC is still hosting wine journalists, noting that it is difficult to put them up in multiple rentals (AirBnB & VRBO). Referral traffic is strong. Goetz asked about links to SLOWineLodging.com on SLOWC event page. Muran noted that it is a challenge with events as larger partners are paying sponsors and they are heavily promoted on the event page as part of their sponsorship. Muran stated that Harvest on the Coast is definitely moving in 2019. No location yet, though would prefer EV & AGV. Next year, look at Roll Out the Barrels to see if SLOWLA would sponsor a Sunday event/passport. Find a way to underwrite some of the costs on an event, like dinners. Figure out if there are any leftover monies, then look for an opportunity to

partner.

Proposal for Associate Membership - benefits unchanged from 2018. Ad for Harvest program due by the end of September. Muran encouraged the board to take advantage of the available face time with wineries by hosting owners meetings at their properties. Excellent way to promote staying in wine country.

5. **CBID Local Fund Update:** CAO Cuming reported on the success of the Dream Drive which consisted of 61 journalists from 51 countries reporting from Ragged Point to Nipomo via Paso Robles, who was a sponsor.

CBID Bunch -

Content Curator - emphasizing content with weekly written pieces, article and blogs.

Website - being updated with more content and interactive

Photos: every month, eventually covering all LFA, for use by LFA with 25 selects available monthly for public use. Shared on Flickr.

Public Relations: ability to bring journalist to EvAG and all areas, working with the LFA to find hosts and activities.

Content Calendar - in the works.

Strategic Planning - Lori Keller

Media Strategist - on board

Social Media - continuing with Kacianne Cox

Stewardship Travel Program - ongoing with Katie Sturtevant

Administrator - Cheryl Rowe

Financials - Allison Palm

Eleven people, all contractors. Will market Hwy 1, the counties most well known commodity. LFA's can partner with marketing experts with co-op participation in the 2K - 4K range. Goal is to add value to LFA

CBID considers SLOCal their most important partner. Challenge is to get SLOCal to look at the unincorporated areas as individuals, not one entity. CBID is adding content about the individual communities to the SLOCal website. CBID is sharing select photos and video with them and is asking the same in return. Focus is on Hwy 1 content, then shared with SLOCal. SLOCal is building an event platform widget. Concern is that they do not grab all events from all communities. Moving in the right direction.

New H1DR website to be unveiled next week. Cuming will notify when live. Very video and content driven.

Rural Road Trips - revamping to be an ongoing promotion of LFAs, not exclusive months. Focus will not be on giveaways. Looking for additional drives to landing pages and engagement on social.

6. **Budget Update:** Leigh Woolpert
Income higher than last year, general expenses look good. Carryover is inconsistent on P/L 2017-18 and July 2018 P/L. Cuming checking with County.

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

Marketing: Judith Cohen said August social growing, though would like higher points. It shows people are engaging. August newsletter had a 20% open and the resend had 11% open. Next newsletter is scheduled for November; board decided to push to January 2019. 40% jump in landing page analytics. Would like videos - is CBID

creating any? Cuming said there is an aggressive 20 videos/month scheduled for all CBID, this includes drone footage. Thompson asked how much video, with Cohen answering 30 seconds.

Harvest on the Coast Ticket giveaway - most effective way to grow data base. Would need to email data base the contest and hype on all social platforms. Extra time would come out of contingency budget for Solve. Should start at the end of September. Cohen suggested doing a photo contest for the tickets. Winners receive tickets plus bragging rights. Thompson asked how many Solve hours needed to create. Cohen - 3 to 4 hours; tag line needed and rules that meet all legal requirements. Marketing committee will approve using contingency funds.

8. Action/Discussion Items –

a. SLO Wine Country Membership

Thompson asked if we want to renew for \$3,500. Goetz thinks the benefits are good, wishing we maximized those benefits. Would recommend we put SLOLA brochures and wine bottle magnets on Harvest VIP tables.

A motion was made by Lizzy Thompson, and seconded by Elise Carraway, 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.

b. Board Meeting Dates and locations for 2019

Thompson asked if we wish to continue meeting on the second Tuesday bi-monthly. CAO Cumming said it was difficult for her to make it on time as Cambria LFA Board meets the same day. Carraway suggested Wednesdays as she works on Tuesdays. It was agreed by all that the board meetings would move to the second Wednesday bi-monthly in 2019. The dates are: January 9, hosted by Laura Jeffrey; March 13; May 8; July 10; September 11; November 13. Locations to be determined.

9. Future Agenda Items/New Business: Goetz and Carraway wondered how properties would know what other lodgings had availability when calls came in and you were full. Spreadsheet or best practices? Google doc sounded easiest, with properties responsible for updating their availability.

10. Closing Comments: none

11. Next SLO Wine Lodging Alliance Board Meeting:

Date: November 13, 2018
Time: 3:30 pm
Location: TBD

12. Adjournment: The meeting was adjourned at 5:32 pm.