

Draft Until Approved
SLO Wine Lodging Alliance
Board Meeting Minutes

November 14, 2018 - 2050 Biddle Ranch Rd., San Luis Obispo CA

Board Members Present:

Jena Wilson
Leigh Woolpert
Lizzy Thompson
Elise Carraway

CBID: na

Others Present:

Landy Fike, Admin
Danielle Dubow, Solve Agency

Absent: Laura Jeffrey, Pat Goetz

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1. **Call to Order:** by Co-Chair Leigh Woolpert at 3:38 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 September 11, 2018 minutes were submitted for review and approval. A motion was made by Jena Wilson and seconded by Lizzy Thompson 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:** TOT is down. Elise Carraway brought up the option given by the County for property owners to pay their taxes on an annual basis rather than quarterly or monthly. The board wondered how would be on the annual pay plan and if that affects SWLA accounts receivable. Action - ask County how many constituents are on annual pay plan.
The CBID beautification grant applications are available for non-profits to apply for. Coastal Discovery Celebration starts the beginning of January. Asked if anyone offering stay packages. Thompson said they have in the past with out much action from potential clients. She asked if the movie would be playing at IMAX at Hearst. Media Buy - teleconference participant Carraway really liked the traveler breakdown. Dubow noted Solve is using the new photos from the CBID on flickr. Fike briefly reviewed Townsend's PR report.
 5. **Budget Update:** Leigh Woolpert
Down from 2017. Need to ask county about annual vs monthly collections plus AirBnB kickback. Reporting issues? Carryover is still good.
 6. **Member Updates, Committee Reports:**
Marketing: Danielle Dubow said social creeping up. Following CBID guidelines with personality travelers. Made video ad, testing on facebook and instagram. Solve is asking for updates from constituents, new photos or information, so they can update the posts. There were 709 entries in the Harvest ticket contest. Web

analytics show a mixed October with sessions up but page views down. Contest email responsible. Contest ad switched out for new video ad.

January newsletter, send earlier in Jan. Board questioned whether the the contend should be regular newsletter or photo contest. Carraway wants heads in beds and booking by April, or go every other month? Woolpert - budget not strong enough. Board decided do newsletter in January and start photo contest mid February to end of March. April newsletter announce winner of photo contest and spring happenings. January newsletter - restaurant month (those close to region); Coastal Discovery Celebration; Valentine Day packages. Email Dubow with ideas. Carraway asked if we are able to put specials on CBID listing website or package with specials. Dubow said we could make an event on facebook for specials but involves a couple of hours work.

Dubow noted that each property could and should enter their own photos in the photo contest as publicity.

Marketing Committee: Carraway - would like to reach out to constituent list for emails. Possibility of adding newsletters.

7. Action/Discussion Items –

a. Photo Contest

Giveaway will be Roll Out the Barrels tickets, Thursday event in the Mission Plaza plus bragging rights. Bonus for us, we own the rights to the photos. Send out entry email mid - February, must be area photos. Woolpert noted in budget originally, but the extra expense is covered by contingency funding added into budget.

b. Constituent Lodging Availability Document

Doesn't seem like it would be realistic expecting constituents to keep it updated. How to contact everyone? Would like Pat to expand on idea.

8. Future Agenda Items/New Business: na

9. Closing Comments: none

10. Next SLO Wine Lodging Alliance Board Meeting:

Date: January 9, 2018

Time: 3:30 pm

Location: Laura Jeffrey's - Hilltop Valley Views VR

11. Adjournment: The meeting was adjourned at 4:43 pm.