

Draft Until Approved
SLO Wine Lodging Alliance
Board Meeting Minutes

March 13, 2019 - 300 Green Gate Rd., San Luis Obispo

Board Members Present:

Jena Wilson
Laura Jeffrey
Elise Carraway
Lizzy Thompson

CBID:

Cheryl Cuming (CAO)

Others Present:

Landy Fike, Admin
Judith Cohen, Solve Agency
Alicia Cocks, The White Barn Barn

Absent: Pat Goetz; Leigh Woolpert

1. **Call to Order:** by Co-Chair Lizzy Thompson at 3:35 pm.

2. **Public Comment:** none

Thompson asked about upcoming events. Fike brought up the venue change for KCBX's Live Oak. With the weekend festival occurring at the the County's El Chorro Regional Park, it is now impactful on lodging in SLO, EV and AGV. It happens to be on the same weekend as Roll Out the Barrels.

Introduction: Alicias Cocks from the White Barn, Edna Valley

Alicia learned of the board and was interested in the going-ons. She has been with The White Barn for three years, which runs several rental houses. The Farmhouse being their latest.

3. **Consent Items:** The January 9, 2019 minutes were submitted for review and approval. A motion was made by Laura Jeffrey 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 spoke about the forming of the CBID's own marketing team, called the Bid Bunch. The group is in place and we are already seeing impactful results. Over 50K sessions last month. The Digital Rollup Report shows detailed results from the Bid Bunch efforts. Renewed emphasis on SEO, focused on Los Angeles and San Francisco markets. Also using The Trade Desk, a media platform we have access to through our ad buy with the LA Times. The mailing list was trimmed to those actively using for a more engaged experience, based on interest footprint. Social media continues to be strong. History & Heritage Trails are a strong public relation strategy. PR efforts have brought more journalist visits than ever.

The LFA's and marketing partners were presented with a strategic marketing plan for 3 years with 13 program options. Those were narrowed down to 4 that the LFA's felt would provide the most impact.

Cuming went over LFA recap showing the difference we make.

SF Gate doing Story Studio on all LFAs. SWLA ran in Dec. 1,681,319 impressions. Jeffrey asked about marketing efforts, ad dollars, geared to Texas as Dallas direct flight is being added to SLO Co Airport. She noted that TX has a lot of wine drinkers, high income brackets and are comfortable with our rural environs. Cuming said that SLOCal is focusing \$250K on that marketing area. Cocks said she experiences most of their bookings through social media. Cuming noted that CBID invested in SEM for EV AGV 3 weeks ago. Coincided with our photo contest launch, waiting to see results. She encouraged all to check out flickr for images.

5. **Budget Update:** Lizzy Thompson

January financials show AirBnB reported monthly. The July 2018 amount is higher as it reflects the previous fiscal's year total amount. Healthy increase. The county audited the LFA carry forwards and found an extra \$1100 for SWLA. The group shared that bookings are slow. Rain and people skiing affecting area. Carraway shared that several bookings took advantage of her Romance Package and will now offer year round. Cuming shared that H1DR launched a lodging specials page on website. Thompson said it's difficult to offer specials on AirBnB. Cuming thinks packages are easier as there is no expiration date.

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

Marketing: Judith Cohen reported February showed incremental social growth. Blasted two emails, 29% open rate. Constituent profile update, 6 out of 11 are completed, with several dropping off as they are not active rentals. Two more in the works, will add The White Barn Farmhouse.

Photo contest, Fifty Shades of Spring launched, email blast ,17.6% open, resent two days later with 9.3% open. Currently 11 entries, it's still early. Posting on social media too, ends 4/15.

Cohen wants to discuss branding more deeply. What does the world think of SLO Wine Lodging, what does it mean? Does it mean what we think it does? When looking at hashtags, found that #visitslowinecountry is not being used, also moved forward with the purchase of the unused .url of .visitslowinecountry for use when ready. Like that visit is an invitation. Concern that we would be stepping on toes of our partner, SLO Wine County, but that organization is changing their brand and name to an entirely different concept. Fike will add this topic to the next board agenda for further discussion. Email Fike with any additional ideas for hashtags.

7. **Action/Discussion Items –**

a. **Contingency Funding - Solve Agency**

- i. CrowdRiff is user-generated platform for photos/content that subscribers can access for use in marketing. SLO Cal using and offered CBID a partnership in using for discounted rate. The photos are vetted and permission granted for use, placed in our file and we can use however we like. The really goods ones will be added to our flickr file. Judith helped with test and found quality and quantity successful. Solve funded \$6000 (½ SWLA & ½ LO/Baywood) from CBID to access that back end file and use for our promotions. Need to add contingency funds to budget to cover training and other promotions not covered by the budget.

A motion was made by Elise Carraway, and seconded by Laura Jeffrey, to approve up to 20 hours @ \$100/hour contingency hours for special projects and other expenditures to be approved in advance by the SWLA marketing committee.

Discussion: Carraway asked if this covers the extra hours on photo contest and sets the stage for future customized rules on contests. Fike responded yes to covering the extra time and Cohen responded yes to the customized rules.

With no further discussion, it was approved by a unanimous voice vote of the local Advisory Board.

Thompson asked about timing of our next newsletter. Cohen said Dubow knows the schedule and action items for the spring newsletter will be run by the marketing committee. Carraway - will contest winners be blasted. Cohen - yes, but included in next newsletter, not separate blast. Jeffrey asked that Fike let SLO Wine Country know about the contest and partnership we've shared in the past with tickets.

b. Board Term Renewals

A motion was made by Lizzy Thompson, and seconded by Laura Jeffrey, to approve the renewal of Jena Wilson and Leigh Woolpert as advisory board members commencing April 23, 2019 through April 22, 2023. With no further discussion, their terms were approved by a voice vote of the local advisory board.

9. Future Agenda Items/New Business:

Discussion on brand and name meaning.

Solve proposal for services for next fiscal year, 2019/2020.

10. Closing Comments: none

11. Next SLO Wine Lodging Alliance Board Meeting:

Date: May 8, 2019

Time: 3:30 pm

Location: Laura Jeffrey's home

12. Adjournment: The meeting was adjourned at 5:00 pm.