

*Draft Until Approved*  
SLO Wine Lodging Alliance  
Board Meeting Minutes

May 8, 2019 - 2655 Lopez Dr., Arroyo Grande CA

**Board Members Present:**

Jena Wilson  
Leigh Woolpert  
Elise Carraway  
Lizzy Thompson  
Pat Goetz

**CBID:**

Katie Sturtevant, Stewardship Travel

**Others Present:**

Landy Fike, Admin  
Judith Cohen, Solve Agency  
Alicia Cocks, The White Barn  
Tom Halen, La Lomita Ranch  
Anne Steinhauer, SLO Coast Wine

**Absent:** Laura Jeffrey; Cheryl Cuming (CAO)

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1. **Call to Order:** by Co-Chair Lizzy Thompson at 3:39 pm.
  
  2. **Public Comment:** none
  
  3. **Consent Items:** The March 13, 2019 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 with Woolpert and Goetz abstaining.
  
  - 4a. **Presentations:** Anne Steinhauer, SLO Coast Wine Collective  
Steinhauer new in position as Executive Director. Feels we are best positioned as partners. How can we build area together? Hand in hand partnership building loyalty to wine area and less emphasis on coastal areas in promotions. SCWC asking more of associate partners. Emphasis on new website and tiles on "Stay" page. Looking to build their annual membership BBQ as "the hot ticket" item of the year. With the website having just launched, there are no stats on performance yet. Steinhauer noted there is high social media interaction with followers paying attention to what is posted. Their facebook page does include a listing of all of their member wineries summer live music schedules. SCWC has two main events with 3,000 attendees. City of SLO is a major partner and SCWC would like to see SWLA as a sponsor too. Benefits as an associate partner to include:
    - Media awareness through hosting/ lodging
    - Referrals for weddings and events
    - Hosting the SCWC Board meetings
    - Ability to present to the SCWC Board, ideas and issues
    - Website branding - tile at top of lodging page (Leigh Woolpert asked for clarification; only for SWLA not individuals)
    - Tickets for two events, Roll out the Barrels and Harvest - four tickets to each

event plus plus ability to buy 10 person table at Harvest Auction (great for high end clients)

- Bimonthly newsletter - ability to add logo at bottom

Changes to the associate membership program include: elimination of banner ads on their website; elimination of the visitors guide; recreate the visitors map which does not include advertising opportunities (lack of space). The Visitors Guide is expensive to print and the old version of the map was difficult to write on. Pat Goetz stated we are stretched to reach \$5000 but value the partnership. Steinhauer wants to help SWLA grow so they grow too. Goetz asked what was added?

Steinhauer pointed out the "Savor the SLO Life" package which is geared to get us in at the wine owners level. If we really feel the need for a print ad, the Harvest on the Coast auction booklet is an option. Woolpert asked if there was some way to add digital elements to partnership, like adding the SWLA logo on social media and using grants on new campaign.

Steinhauer said that to stay within the \$3500 budget, SWLA would need to pick 2-3 items that would benefit us the most, ie: tile on site. There are four promotions on social media for the year like: California Grown, SLO Coast Grown and Stay in SLO Wine Country. Woolpert, need to discuss and will get back to Steinhauer. The question was asked if the new airport hotels will be in county.

4b. **Presentations:** Judith Cohen, Solve Agency

Cohen handed out proposal. Jumped to the rebranding opportunity. Noted that most destinations use 'visit' or 'experience' to broaden their brands. With the domain name of "Visit SLO Wine Country" available, she feels it would most beneficial. Goetz noted that the original name arose out of wanting to not step on toes of SLO Wine Country. Goetz and Woolpert wondered if it is too much to push as we only offer lodging not activities. Cohen stated the call to action is much stronger, "Visit SLO Wine Country" broadens and lifts the brand in public eye. Elevates brand. Woolpert wants group to look at everything and consider all types of names, not just vote on "Visit SLO Wine Country" and move forward. Cohen noted that if SWLA adopts a new name, we may not need a new web/landing page as the CBID site is a superior experience now. Woolpert added that new images from the SLO Coast Wine Collective website rebuild may be available for use by SWLA.

Cohen pointed out another new proposed service, constituent outreach, increasing communication and understanding of SWLA with all constituents.

5. **CBID Local Fund Update I Financials:**

a. **LFA Summary** - reviewed individually in packet

b. **Stewardship Travel Program** - Katie Sturtevant

Sturtevant emphasized that she is always there as a resource. A new marketing piece was created, a History & Heritage map. The wildlife viewing tips has morphed into the map. Ways to use the map: social media/landing page. The map has spawned four direct articles and there has been new press around the Whale Trail. Coastal Discovery Celebration saw 700 movie attendees - fewer than last year but they were the desired tourists. Avila has a new event, Fins & Feathers. Over 50 attendees. Lodging specials available on website. Carraway and Goetz have used.

All are marketing strategies geared to reach different visitors. Sturtevant is happy to meet and brainstorm on ways to increase marketing. Reminded us to take advantage of flickr photo files. Sturtevant also assisting Hilary Townsend with public relations. She asks that if you have new happening to let her know. Noted that with media visits, if you host media, you are written up.

6. **Budget Update:** Leigh Woolpert

Need discussion on 2019/2020 budget complete before end of fiscal year, June 30th. Consider the two proposals we have in front of us and whether the SLO Chamber Visitor's guide is necessary. Revenue was low in March.

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

Cohen - monthly report pretty straightforward. Last newsletter was sent April 23rd. Two more newsletters remain, after running in January and April. The February newsletter was a separate send for the photo contest.

Carraway asked about paid social media ads. Cohen said that the new proposal increases that spend.

8. **Discussion / Action Items:**

- a. Solve Agency proposal
- b. SLO Coast Wine Collective proposal
- c. 2019/2020 budget discussion

Woolpert suggested the board meet in June to discuss items a. through c. as time was running out at this meeting. The board agreed to meet on Wednesday, June 12th at 3:30 pm. Woolpert volunteered Biddle Ranch Vineyards for the meeting location.

d. Board applicants

Tom Halen - La Lomita open with lodging and as a wedding venue. An arena is in the works and then a winery and tasting room. Background: Hospitality plus ran Cow Parade and understands and has experience working with BID's. Owns Harmony and is involved in the community.

Alicia Cocks - The White Barn - helped in developing the whole concept. In Cal Poly, had wine experience and worked with Greengate and Martin Resorts. Her heart is in hospitality in this area and wants to grow.

**A motion was made by Leigh Woolpert and seconded by Pat Goetz to move the discussion and vote until the next meeting on June 12th. With no further discussion, the motion was approved by a voice vote of the local advisor board.**

9. **Future Agenda Items/New Business:**

All discussion items from this meeting.

10. **Closing Comments:** none

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

Date: June 12, 2019

Time: 3:30 pm

Location: Biddle Ranch Vineyards

12. **Adjournment:** The meeting was adjourned at 5:35 pm.