

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

January 13, 2021 - Zoom Video Conference Call

**Board Members Present:**

Lizzy Thompson  
Alicia Cocks  
Jena Wilson  
Elise Carraway  
Tom Halen  
Dominique Lau, Big Red Marketing

**CBID:**

Cheryl Cuming (CAO)

**Others Present:**

Landy Fike, Admin  
Jessica Bohon, Big Red Marketing

**Absent:** Leigh Woolpert; Laura Jeffrey

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1. **Call to Order:** by Co-Chair Lizzy Thompson at 3:36 pm.
  2. **Public Comment:** none
  3. **Consent Items:** The 11/11/2020 minutes were submitted for review and approval. A motion was made by Lizzy Thompson and seconded by Alicia Cocks to approve the minutes. With no further discussion, the minutes were approved by a voice vote of the local advisory board.
  4. **Presentations:** none
  5. **CBID Local Fund Update I Financials:**  
Cuming - with extended Stay-at-home orders, Season of Coastal Discovery advertising plan was adapted: no paid ads but strong use of social and video. Toolkit on member site. Will launch paid ads on January 21.  
December numbers are fortunately ahead of forecast.  
There are Brown Act amendments that address limits on board members on social media channels. Looking to SLOCAL for a training session.  
Comparing Fall 2019 to Fall 2020 shows equal spend but better results, meaning better quality clicks and more time spent on site.  
CBID income of \$30,000 in one month is a up 53% year over year.  
New content available on shopping and dining that includes blog, photos and video.  
California Welcome Center has reopened and are handing out H1DR maps like crazy with over 6,000 monthly visitors to center.
  6. **Budget Update:**

BRM contract numbers updated on budget. Beating forecast as of now. Cuming recommends caution through February because of Stay-at-home orders.

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

**Marketing Partner:** Jessica Bohon and Dominique Lau, Big Red Marketing

November report - decrease overall on website with an increase on lodging page. Paid ads ran thru into first week of December with an increase in Facebook and Insta likes. Great landscapes and organic CrowdRiff posts are top referring.

December report - destination page growth but decrease on lodging page. Paused ad spend on December 7th when SAH started. Optimum post time, best time to hit followers, showed that split posting would be a stronger strategy. Started using hashtag strategy, medium density, stats are off the charts, double the reach.

Halen asked if in comment or caption? Lau - in caption.

Would like to start ad buy at the end of January for brand awareness and email acquisition. Board agreed to restart ad buy.

Annual report - we've seen a lot of growth in the past year. Exciting to pull numbers, especially in this crazy year. Eblasts - would like to send one per quarter. Next blast is scheduled for January, but would like to push to February. Board agreed wise to wait until February. Social - goal was to increase Facebook reach. It paid off and has now passed Instagram in reach.

Questions for board -

Started collaboration with Arroyo Grande but feedback was that there were too many direct tags on posts to AG. Should BRM stop and restart later? Consensus was to concentrate on our tags and not send people to AG lodging page.

Shop Local push - do you offer gift certificates? Overall, too difficult to manage through VRBO and AirBnB sites.

Content Connect CrowdRiff - pull images and use with proper photo credits. This program streamlines use of photos businesses share with proper credits. See handout for signup. Cuming - try messaging the constituency via social to see if they are interested in participating. Better than the few email addresses Fike has. Also, BRM can use all CrowdRiff photos from H1DR.

Thompson asked if there were any volunteers to help Elise on the marketing committee. Fike is on marketing email chain too, will step in and help Elise.

8. **Discussion / Action Items:**

- a. Chamber memberships - Thompson asked the board's feeling on memberships. SLO Chamber is \$290 annual and South Co. Chamber is \$229 annual. Cocks and Halen prefer spending that on social media. Thompson wondered if it would damage us relationship wise. Cuming said that H1DR is a member and that it's a smart idea to reallocate those dollars.

**A motion was made by Lizzy Thompson and seconded by Alicia Cocks, to reallocate the SLO Chamber membership dues of \$300 for use on social media buys. With no further discussion, the motion was approved by an unanimous voice vote of the local Advisory Board.**

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

- a. Brainstorm on new board members
- b. Invite Kathleen of SLO Coast Wine to March meeting - plans and opportunities SWLA.

10. **Closing Comments: none**

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

Date: March 10, 2021

Time: 3:30 pm

Location: Zoom

12. **Adjournment:** The meeting was adjourned at 4:32 pm.