

Draft Until Approved
SLO Wine Lodging Alliance
Board Meeting Minutes

March 10, 2021 - Zoom Video Conference Call

Board Members Present:

Lizzy Thompson
Alicia Cocks
Jena Wilson
Elise Carraway
Tom Halen
Leigh Woolpert

CBID:

Cheryl Cuming (CAO)

Others Present:

Landy Fike, Admin
Jessica Bohon, Big Red Marketing
Dominique Lau, Big Red Marketing
Kathleen Naughton, SLO Coast Wine

Absent: na

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1. **Call to Order:** by Co-Chair Lizzy Thompson at 3:33 pm.
 2. **Public Comment:** none
 3. **Consent Items:** The 1/13/2021 minutes were submitted for review and approval. A motion was made by Lizzy Thompson and seconded by Elise Carraway to approve the minutes. With no further discussion, the minutes were approved by a voice vote of the local advisory board with Leigh Woolpert abstaining.
 4. **Presentations:**

Kathleen Naughton, SLO Coast Wine Collective
Cuming gave brief overview of relationship.
Naughton - 2020 was a challenging year, spent last couple of months trying to reestablish associate members. Need to create symbiotic relationships and feels there is lots of opportunity. New this year - quarterly mixers program with two associate members presenting. Hopes this will help solidify and add accessibility.
Would like to see more involvement in committees, events/consumer interaction. Harvest on the Coast and Roll out the Barrels will be on a smaller scale, virtual events.
More money to spend with virtual aspect. Associates become/are sponsorships. \$1500 or \$4200 levels for sponsor and associate. The website lodging page is up-to-date and their goal is to be a concierge site. The lodging tiles have pic, name and click through to your website. Just starting with brainstorming ideas around Harvest with Avila, as things are just now starting to open. They send newsletters and would like to include Stay in Edna/Arroyo, will include in proposal. Would like to do small-scale, in-person Harvest IN Edna Valley so cross promotion with lodging is ideal. Event months are Roll out the Barrels on the last weekend in June and Harvest on the Coast is the first week of November. They will be hybrid events.
Big News! - SLO Coast AVA should be going through in early summer. Will be doing a big PR and media push.
 5. **CBID Local Fund Update | Financials:**

Cuming - website sessions stayed around 60K. There was a little glitch with google. Jan fell short of forecast by 3K. Will market heavily through June and stay active through summer. Coastal properties are doing well and expectations are positive. Will push beaches and wine in summer.

Mid-year Rollup Report - users way up - 2X as many visitors as last year. Really happy with name change to Travel for Good. Added 500 new photos to flickr and 70 new videos, including shopping, farm stands, golf and fishing. Paid media is costing less and getting us more. Less social posts but getting better response. Looking into using Pinterest. Hwy 1 closure doesn't affect us as much and should be open by summer.

6. Budget Update:

Woolpert - looking good, outperformed forecasts so far. Have substantial carryover, so we have money to play with for SCWC partnership.

7. Member Updates | Committee Reports:

Marketing Partner: Jessica Bohon and Dominique Lau, Big Red Marketing
January and February reflect what H1DR is seeing. Cautious with budget. All of our paid ads link to lodging page. January ads focused on acquisition because of closures. Organic posts - cow video was CrowdRiff, rainbow post used on Instagram and Facebook. Eblast - sent out end of January, Season of Discovery. Trying to refresh our email hit but hard without own website - looking for new eyes. Sent twice to those who did not open it on the first round. April eblast is scheduled and will focus on rural small town. Will promote outdoor activities and develop itineraries. Would love to include any lodging specials. This should hit people looking to the summer with weekend or longer stays. Woolpert asked about a wedding focus. Bohon said we have the ability to add under activity. Cuming mentions that Cambria uses Facebook Forums and they obtain a lot of emails this way. Can switch up three google discovery ads link. Jessica will look into.

February - strong push in beginning of month because we opened up to purple tier. Used interactive map and will continue. Facebook users were clearly interested, cheap ad that was very successful. Still promoting outdoor and family friendly activities. Will create reels.

8. Discussion / Action Items:

a. SCWC

Woolpert - valuable partnership and we need a proposal with all the information. Should vote on at next meeting.

Cuming - on the SCWC board now. Avila is a \$17K sponsor of Harvest and will want to know what Harvest will look like, VIP Stays program, etc. Launch October with details by June. We should consider becoming a part of the VIP.

SCWC is interested in CrowdRiff and it may be possible to purchase for SCWC and then trade for associate membership. We should focus on what we want from this partnership at the next meeting.

9. Future Agenda Items/New Business:

a. Will reschedule May board meeting to May 5, 2021.

10. Closing Comments: none

11. Next SLO Wine Lodging Alliance Board Meeting:

Date: March 5, 2021

Time: 3:30 pm

Location: Zoom

12. **Adjournment:** The meeting was adjourned at 4:49 pm.