

Draft Until Approved
SLO Wine Lodging Alliance
Board Meeting Minutes

May 5, 2021 - Zoom Video Conference Call

Board Members Present:

Tom Halen
Elise Carraway
Lizzy Thompson

CBID:

Cheryl Cuming (CAO)

Others Present:

Landy Fike, Admin
Amanda Diefenderfer, Big Red Mktg
Hanna Meisinger, Big Red Marketing
Lori Ritchey, presenter

Absent: Jena Wilson; Leigh Woolpert, Alicia Cocks

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1. **Call to Order:** by Lizzy at 3:36 pm. Noted that a quorum was not present
 2. **Public Comment:** none
 3. **Consent Items:** The March 10, 2021 minutes were submitted for review and approval. Lacking a quorum, the minutes were not voted on.
 4. **Member Updates | Committee Reports:**
 - Marketing Partner:** Amanda Diefenderfer, Big Red Marketing
Because of moving the meeting ahead a week, the April report is not available yet. Still analyzing traffic.
March - both destination and lodging page views were up. Lodging is showing an incredible 22,000% increase YOY. Especially good news as the ultimate goal are bookings. The tremendous jump in page views is exactly what we're looking for. Video posts showed spikes on March 14 & 15. Shared videos are showing positive numbers. Happy with our social media numbers. Facebook is still up YOY. Consistent trend up. Instagram had 11 shares and 16 saves that shows the fine tuning of the marketing message and call to action increased engagement and that made Amanda happy. Lodging posts are the most saved, so will continue lodging property rotations. Outdoor activities are highly liked as well.
Facebook paid ads featuring cycling had an engaged and active audience. Instagram paid ads featuring an itinerary reached an audience that 98% were not following us. Excellent views. Carraway thought the information was great and Thompson loves the new engagement and asked about the next email blast. Diefenderfer responded that the last blast was sent in April and the results will be covered in the April report. Cuming asked us to remember that the CBID is spending \$750 to \$1000 monthly on SEM. Driving people to destination and lodging pages in addition to our monthly spend.
Thompson - as it's our last meeting with Big Red Marketing, she wanted to say it's been such a pleasure working with you. You've blown our minds. Diefenderfer - if things ever change, we'd love to work with you again. You allowed our creative side to run free to preform.

Carraway - it was a pleasure working with the team!
Thompson - Thank you to Big Red Marketing!

Big Red Marketing left the Zoom meeting.

5. **CBID Local Fund Update:**

Cuming - Stats are improving and will continue upwards. Cuming had a request from Carraway about specific EVAGV lodging page clicks. Lodging page views were 6,000 and 1,300 have clicked on the "Book Now" button on the destination page. Tracking clicks on the individual properties tiles is too difficult as the analytics are coming from individual sites and most do not have their own websites, as they use AirBnB, etc. Keep in mind that the CBID goal is promoting our destinations, and the individual 5000+ properties are too difficult to promote.

LFA - Our Google My Business ranking is Level 7 with over 12,000 points, more points than most destinations. Content is key and C. Rowe has made it her mission to reach the highest level with photo and content uploads. New content includes beaches, video series about welcoming all with "open arms". H1DR was recently featured in Forbes and the NY Times.

6. **Presentation:**

Lori Ritchey

Thompson introduced the board. Ritchey briefly review her resume. She is an independent consultant with H1DR, looking at reports and condensing for the board. Immersed in all aspects, manages their social media person and the content writer. Has ideas for us already. Fifteen years experience in marketing and H1DR is her favorite. Led us through her presentation. Understands the need for quality content. Familiar with CrowdRiff and is working towards becoming a pro for 21/22 to expand full capabilities. Triggered a welcome series for H1DR and recommends similar for SWLA using the activity map. For social media, IG rewards those that use all of their tools. Using Reels and more would boost engagement - excites and inspires travelers.

Thompson - do you work with any other Local Fund Areas? Ritchey - no

Carraway - do you write copy? Ritchey - yes for hotel clients. Look at Sea Pines and Avila Valley Inn for examples.

Thompson - do you handle all social media? Ritchey - yes

Halen - what's your insight on the effectiveness of IG Stories and demographics?

Ritchey - typically post on field. They stay more relevant by posting frequently and because they disappear after 24 hours, people thumb through them more frequently.

Ritchey - what is biggest challenge was?

Thompson - getting people to our lodging page, bigger reach and having people book on site. BRM has done a really good job and raised awareness. There are new properties joining which raises more tax dollars for a larger reach and budget. Need to grow our subscriber base.

Cuming - EVAGV is unique in having only vacation rentals. You do not have to mix messages with hotels and their different needs. Opportunity to say "Stay in Wine Country and stay safe" as more are looking for safe getaways.

Ritchey - it's a challenge because we cannot target people from the AirBnB site. Asked when our decision would be made?

Fike - by the end of the month so BRM can share information and assets.

Everyone - Goodbye Lori and thank you.

Ritchey left Zoom call.

Cuming - need to set up a special meeting. Can call within 24 hours. Doodle is an easy way to set date and times. Cuming has account.

7. **Budget Update:** discussed the carry forward amount and conservative amount Fike plugged in. Agreed that the \$500/monthly allowed for social media paid ads is doable.

8. **Action/Discussion Items – discussion only due to lack of quorum**
 - a. **Board Term Renewal: Leigh Woolpert** - Unable to vote for a lack of quorum.

 - b. **SLO Coast Wine Collective** - proposal discussion only due to lack of quorum
 - Halen - struggles with the benefits we would receive for \$4200.
 - Thompson - the difference between the gold and silver levels seem pretty similar except for the promotion on eblasts.
 - Caraway - website and newsletter branding are the only things that benefit us.
 - Ask Kathleen - will logo on newsletters link to our lodging page. Could our eblasts be shared with the wineries?
 - Cuming - we are the only ones that can say “Stay in Wine Country”. H1DR printed 1500 hiking maps and Kathleen was happy to deliver to the wineries. What if we printed our lodging map and asked to place in the wineries? We are a-typical associate members, so let’s make a short list of wants. It’s unrealistic for them to do marketing.
 - Halen - what if newsletter had a “standard” area with links to our lodging page?
 - Cuming - remember that Avila and SLO City pay a lot more for their support, so maybe create area with the three distinct areas to stay. We should step outside of the associate model and create our own package. We are different from their typical associate wine member. Build out list with our needs: printed maps with logo; newsletter branding; website branding.
 - Thompson - Harvest on the Coast attendees do spend a lot inner area. Important branding for us.
 - Cuming - make recommendation for an email to ticket buyers with places to stay in wine country - maybe they send two before each event. Also, create wine trail map with lodging on the back. H1DR’s Coastal Hiking map receive 2000 new emails each month on a \$300 spend. We’ll have a two page Beach Gems as a lead generator for summer. Also build out itineraries.

9. **Future Agenda Items/New Business:** Thompson - set up special meeting to talk about discussion/action items. Would Monday, May 10th at 4pm work. Cuming not available on Tuesday afternoon. Have Fike send email to board asking times or use Doodle to find availability of the board and a list of what they would like to see offered as benefits SLO Coast Wine.

10. **Closing Comments:** none

11. **Next SLO Wine Lodging Alliance Board Meeting:**
Date: July 14, 2021

Time: 3:30 pm
Location: To be determined

12. **Adjournment:** The meeting was adjourned at 4:58 pm.