

Draft Until Approved
SLO Wine Lodging Alliance
Special Board Meeting Minutes

May 18, 2021 - Zoom Video Conference Call

Board Members Present:

Tom Halen
Elise Carraway
Lizzy Thompson
Jena Wilson
Leigh Woolpert

CBID:

Cheryl Cuming (CAO)

Others Present:

Landy Fike, Admin
Amanda Diefenderfer, Big Red Mktg
Ashley Danmeyer, D&M Social
Katie Lakavage, D&M Social

Absent: Alicia Cocks

1. **Call to Order:** by Woolpert at 3:34 pm.

2. **Public Comment:** none

3. **Consent Items:** The March 10, 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.

4. **Presentations:**

Ashley Danmeyer and Katie Lakavage, D&M Social

Board introductions were made. D&M Social has been working with local SLO businesses since 2016 with SEO, social and web optimization. experienced with hospitality. Integrated solutions in custom plans using social media, digital ads and email. Marketing plans are set for six months, while consistently improving on the plan. Social - IG is 75% adding FB because of mix of demographics. Organic challenges with FB postings, but paid ads are very good on FB. Optimizing content so it differs on each platform.

Digital - pay to play using events and lodging. Visual advertising is not super competitive in SLO and can increase from there.

Email - most engaged people

Goal Driven - in marketing plan

Know - expand reach with name and website

Like - expand quality of followers

Trust - use and book as resource; trust full portfolio of options

Recommendations: Track success, engagement. Area of opportunity for increasing reach. Bolster followers; engagement rate should be 5%. Identify target audience and speak to them. Content pillars of wine and lodging with great experiences and influencer marketing. Areas of Optimizations - diversify CTA; respond to comments on platforms; IG highlights, ours are old; increase use of animation/video; add hashtags; constant ads on FB.

Woolpert - with budget we have, how many posts per month?

D&M - within the 2000 budget, they'd use varying tactics on the number of posts, 3X/wk FB and 4-5 posts weekly on IG with focus on adding stories. They would respond to comments within 24 hrs. One newsletter per month; AB testing.

Amanda Diefenderfer, Big Red Marketing

Introductions were made. Explained the changes with team members and the scaling back of clients. When our appreciation of their work was expressed loud and clear, adjusted scope of work with several clients was able to fit SWLA back in. Really appreciate the creativity we allow with our work.

Scope - CrowdRiff needs time and effort to use effectively and needs to be a part of the scope. Using this for social and digital advertising. Using social most aggressively with content and inspiration into the funnel of book now. Helping fans picture themselves in our destination. Hashtag tracking utilizing content and trends. Email marketing - creating content and fine tuning. A/B testing for best resonance. Retargeting for opens. Reporting monthly results and to how to pivot to react. Keep same scope of work with \$2000 for agency fee with hard costs like ads and fees covered by the extra \$500.

She thanked the board for allowing them to change their mind. Carraway - how many posts per week? BRM - around three per week. Consistent between FB and IG. Occasionally tested in past and found sweet spot to be three.

Thompson - how many email blasts and any plans to bump up list?

BRM - will keep quarterly and manage as scope. Contests would be additional hard costs, but there's flexibility in the \$500.

Cuming - what is your role and who would work as on our account?

BRM - Amanda and Hanna and she has been with the company longer than Jessica. Not a whole lot of unknown and the quality is there. The board thanked the presenter.

5. Action/Discussion Items –

a. Board Term Renewal: Leigh Woolpert -

A motion was made by Lizzy Thompson, and seconded by Elise Carraway, to support the renewal of Leigh Woolpert as an advisory board member commencing April 23, 2021 through April 22, 2025. With no further discussion, the term was approved by a voice vote of the local advisory board.

b. Marketing Proposals –

The Board reviewed and discussed D&M's proposal and need more clarification for the cost breakout, newsletters, including examples of newsletters, and CrowdRiff. The Board then reviewed BRM's proposal and would like to ask for clarification in regards to postings and newsletters. They reviewed Lori Ritchey's proposal and in weighing the three opted to remove Ms. Ritchey from the discussion. The board instructed Fike to email the following questions to the presenters:

Ask BRM for more posts and more emails, especially with more money to spend.

Ask D&M for examples of email marketing and who are their content writers, along with

CrowdRiff experience and a cost breakout.
The Board directed Fike set up another special meeting to discuss.

c. SLO Coast Wine Collective Proposal -
Discussion moved to next meeting.

d. 2021/2022 Budget -
Discussion moved to next meeting.

9. Future Agenda Items/New Business:
Set up special meeting to talk about discussion/action items.

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 5:06 pm.