

Draft Until Approved
SLO Wine Lodging Alliance
Special Board Meeting Minutes

June 3, 2021 - Zoom Video Conference Call

Board Members Present:

Tom Halen
Elise Carraway
Lizzy Thompson
Jena Wilson
Alicia Cocks

CBID:

Cheryl Cuming (CAO)

Others Present:

Landy Fike, Admin

Absent: Leigh Woolpert

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1. **Call to Order:** by Thompson at 3:33 pm.
 2. **Public Comment:** none
 3. **Consent Items:** The May 18, 2021 minutes were submitted for review and approval. A motion was made by Lizzy Thompson and seconded by Tom Halen to approve the minutes. With no further discussion, the minutes were approved by a voice vote of the local advisory board with Alicia Cocks abstaining.

4. Action/Discussion Items

a. Marketing Proposals –

The Board reviewed and discussed the balance of the marketing budget with \$2000 for the agency and \$500 for hard costs and ad spend. Cuming noted that it falls in line with other LFA's and what they pay their agencies. They like the six posts weekly and vibe and enthusiasm shown by D&M. Not sure that D&M grasped the importance and uses of CrowdRiff and that it would require 3+ hours of training, an additional expense to SWLA. The board agreed that they had more confidence in the quality and execution of our marketing plan by Big Red Marketing.

A motion was made by Lizzy Thompson and seconded by Jena Wilson, to approve the marketing proposal from Big Red Marketing, commencing July 1, 2021 through June 30, 2022 for \$30,000. With no further discussion, the motion was approved by a unanimous voice vote of the local Advisory Board.

b. SLO Coast Wine Collective Proposal -

The board agrees that this is a very important relationship to continue. Knowing that their focus is for the wineries and that their associate membership is not geared for marketing, we need to create an associate marketing membership. Not asking for more, just different. The board was disappointed in the 2019/2020 offerings valued at \$3500. Willing to spend more for a more tailored membership. Directed Fike to ask SCWC for an associate membership to include the following:

- Logo placement on the SLO Wine Map

- Stay Tile - website listing with link to our landing page, keep tag “Stay in the Heart of Wine Country”
- Adding UTM codes on tiles for reporting purposes
- Logo, hyperlinked, on all email blasts and newsletters AND/OR a custom newsletter with Lodging Partners
- Networking possibilities with member wineries and their newsletter or customer base. Share our eblasts with winery members
- Wine Trail maps or Itineraries with lodging listed on back - distribution all wineries
- Event Branding: logo or special mention in emails sent to ticket purchasers
- In-person Events - logo on HOC and ROB event materials.
- Ongoing standardized lodging area on newsletters with three distinct areas: SLO Wine Lodging, City of SLO, Avila Beach and Pismo Beach.

c. 2021/2022 Budget -

The board agreed that the draft budget looks good for spending \$4200 on SCWC membership and \$30,000 for marketing. Cuming brought up the possibility of co-op and matching opportunities with the CBID for the slower December, January and February months. Fike to send LFA imperative options to board for optional vote next board meeting if 2020/2021 carryover is strong.

A motion was made by Lizzy Thompson and seconded by Alicia Cocks, to approve the as discussed, projected 2021/2022 fiscal budget in the amount of \$42,00 to start July 1, 2021 and ending June 30, 2022, potentially adding a LFA imperative spend. With no further discussion, it was approved by a unanimous voice vote of the local Advisory Board.

9. Future Agenda Items/New Business:

Stay with Zoom for the July board meeting.

10. Closing Comments: none

11. Next SLO Wine Lodging Alliance Board Meeting:

Date: July 14, 2021
 Time: 3:30 pm
 Location: Zoom

12. Adjournment: The meeting was adjourned at 4:25 pm.