

Draft Until Approved
SLO Wine Lodging Alliance
Board Meeting Minutes
July 14, 2021 - Zoom Video Conference Call

Board Members Present:

Tom Halen
Leigh Woolpert
Alicia Cocks

CBID:

Cheryl Cuming (CAO)

Others Present:

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

Absent: Jena Wilson; Elise Carraway, Lizzy Thompson

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1. **Call to Order:** by Woolpert at 3:37 pm. Noted that a quorum was not present
 2. **Public Comment:** none
 3. **Consent Items:** The June 3, 2021 minutes were submitted for review and approval. Lacking a quorum, the minutes were not voted on.
 4. **Presentation:**
Katie Sturtevant, Stewardship Travel for Good
Reviewed the past year plus pointed out the success of the North and South itineraries. Building on that into 2021/2022, will create itineraries for each region. Live link and/or pdf. Also for the new year, "Back to Nature" tours like whales and foraging.
 5. **Member Updates I Committee Reports:**
Marketing Partner: Amanda Diefenderfer, Big Red Marketing & Hanna Meisinger
Presented April, May and June marketing reports.
April - numbers up, significant increase on lodging page. SEM google ads show impressive clicks. Social - all up except ad spend.
May - significant decrease in lodging page - glitch? Social - slight drop in followers, standard when post more. Top posts were property focused. Nice results with video content and Crowdriff.
June - lodging page views back up where they belong. SEM - increase in spent on page. More page views on blog articles of activities rather than lodging. Higher engagement on posts. Crowdriff assets have higher engagement. Property photo carousel much higher engagement.
Diefenderfer - YOY always up and email marketing is our top priority as we move forward. Cuming - wine country weddings authority page in the works.
 6. **CBID Local Fund Update:**
Cuming - PR growing reach with recent articles in Coastal Living, AFAR, Paradise and

Sunset. Doing a great job. Pismo is a good site to watch as they are bringing in influencers for “Stay, play, wine and waves”. State Parks and CBID partnered for Monarch Butterfly Trails. Seven locations. Hearst Castle is closed indefinitely but AirBnB is hosting video tours of the Castle.

LFA imperatives start in September. Social advertising match, paid ads on LA Times. SEM match is adding \$500/mo. Options would be take \$2500 for social match (minimum amount) and \$2500 for SEM.

7. **Discussion and Action Items:** NA as members had to leave for another meeting.
7. **Budget Update:** do not know end of fiscal year numbers but the carryover looks strong. SLO Coast Wine Collective spend of \$4200 is in the new approved budget.
8. **Future Agenda Items/New Business:** need to poll board on holding another special meeting to discuss and vote on the marketing-match opportunities with the CBID.
9. **Closing Comments:** none
10. **Next SLO Wine Lodging Alliance Board Meeting:**
 - Date: September 8 , 2021
 - Time: 3:30 pm
 - Location: To be determined
11. **Adjournment:** The meeting was adjourned at 4:25 pm.