

Draft Until Approved
SLO Wine Lodging Alliance
Special Board Meeting Minutes

August 5, 2021 - Zoom Video Conference Call

Board Members Present:

Tom Halen
Leigh Woolpert
Lizzy Thompson
Jena Wilson
Alicia Cocks

CBID:

Cheryl Cuming (CAO)

Others Present:

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

Absent: Leigh Woolpert

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1. **Call to Order:** by Woolpert at 11:05 am.
 2. **Public Comment:** none
 3. **Consent Items:** The June 3, 2021 minutes were submitted for review and approval. A motion was made by Alicia Cocks 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 Woolpert abstaining
 4. **Action/Discussion Items –**
 - a. **Local Fund Area Imperatives – Co-funding Opportunities**

Includes a co-op and matching opportunities.

SEM - part of an ongoing program that an LFA could opt to increase their share of voice adding \$500/month. Minimum investment of two months for a total of \$1000.

Paid Social - utilizing paid social campaigns directing traffic to LFA webpage. Recommendation is for \$2500/month with H1DR match of \$2500/mo for a \$5000 total spend. They've found the sweet spot of investment to be \$5000 which could be flighted over two months during the fall or spring.

Native - with SF Gate, native content shared on H1DR portal and sent to SF Gate base.

Cuming feels we'd benefit from the SEM and Social programs. They do not compete but compliment each others efforts. Traffic would be sent to our lodging page.

SEM - up to six months buy-in and can define the months we wish to participate in. Diefenderfer suggested January through March, costing \$1500 total. Offers more bang for our buck with lots of flexibility. The group was asked about bookings into the fall. Midweek bookings are soft across the board. Halen thought it would be nice to tie into wine region events like Harvest. Woolpert thinks the budget would not be negatively affected if we committed to \$6000 overall.

Recommendation:

SEM - look at four months

mid Sept - mid Oct \$1000

mid January - mid March \$1000

Social - Spring 2022 January - March \$5000

A motion was made by Tom Halen and seconded by Lizzy Thompson, to approve SEM marketing for \$2000 and matching paid Social marketing at \$5000 for a total of \$7000. With no further discussion, the motion was approved by an unanimous voice vote of the local Advisory Board.

9. Future Agenda Items/New Business:

10. Closing Comments: none

11. Next SLO Wine Lodging Alliance Board Meeting:

Date: September 8, 2021

Time: 3:30 pm

Location: Zoom

12. Adjournment: The meeting was adjourned at 11:30 pm.