

Draft Until Approved
SLO Wine Lodging Alliance
Board Meeting Minutes

March 2, 2015 – Greengate Ranch & Vineyard, Edna Valley

Board Members Present:

Pat Goetz, The Casitas Estate
Ed Kurtz, Casita at Bobcat Vineyard
Sally Kruger, former constituent

Others Present:

Stephanie Rowe, Admin
Corinne Smith, Greengate Ranch & Vineyard

Absent: Lori Maraviglia, Biddle Ranch Vineyard (excused)
Pattea Torrence, Old Edna Guest Houses (excused)

CBID: Cheryl Cuming (CAO)

1. **Call to Order:** by Pat Goetz at 1:19 pm after a tour of the property.
2. **Public Comment:** None
3. **Consent Items:** The December 8, 2014 minutes were approved for review and approval. A motion was made by Sally Kruger, and seconded by Ed Kurtz. With no further discussion, the 12/8 minutes were approved by a unanimous voice vote of the local Advisory Board.
4. **CBID Update and Financials:** Cheryl gave an update for the February:
 - a. There were 937 unique visitors to Wine Coast Country; there were 326 page views for Edna Valley and 261 page views for Arroyo Grande Valley.
 - b. CBID TOT was up 16.9% for Oct-Dec year-over-year; EV/AGV TOT was up 58% Oct-Dec compared to last year.
 - c. CBID is attending the Bay Area Travel Writer's meeting in May 2015.
 - d. The guest blogger program was reviewed and Cheryl asked the board to submit ideas to Stephanie.
 - e. The board was encouraged to complete their Discovery Route Loop Map so they can start using as a marketing tool.
 - f. The Highway 1 Discovery Route Travel Show was reviewed. Each region will receive 4 local vignettes. Cheryl will send the link for the travel shows.
 - g. The Spring Campaign was reviewed. CBID will invest a total of \$78,200. Focus will be on the Travel Shows and media placements with Facebook, YouTube, San Jose Mercury News Group and ADARA Media network.
 - h. EV/AGV assessment collections are 1.37% of total contributions.
5. **Budget Update:** Stephanie confirmed that collections totaled \$597.59 for January. The current budget is \$18,019.62 including the 2013/2014 carryforward. The available balance after approved applications and anticipated expenses taken out totals \$17,632.12.
6. **Member Updates/Committee Reports:**
 - a. **Stewardship Traveler Program – Pattea and Pat:** SLO Wine Country Association will have a month-long event celebrating their 25th Anniversary with some events focused on stewardship.
7. **Discussion/Action Items:**
 - a. **SLO Chamber of Commerce Membership next steps:** The board discussed ways to benefit from their membership. Pat Goetz suggested doing a soap box speech to talk about the region at a breakfast

meeting. Ed Kurtz noted that the soap box speech needed to be creative, such as acting or singing during the maximum allotted time of 3 minutes. Ed Kurtz suggested targeting the business community to come stay at their vacation rentals during the off times. He suggested participating in the upcoming SLO Chamber of Commerce Expo at the Expo. Ed noted that he would take responsibility to come up with ideas for the Expo including a flyer or brochure and a promotional item. Cheryl Cuming noted that Heather Muran meets every month with the wine tasting managers and they could hand out literature then.

A motion was made by Ed Kurtz, and seconded by Sally Kruger, to approve an amount not to exceed \$1,000 to participate in the 2015 SLO Chamber of Commerce Expo at the Expo and for the creation of promotional items as handouts. With no further discussion, participation at the Expo was approved by unanimous voice vote of the local Advisory Board.

- b. Board Seat Application Acceptance:** Corinne Smith from Greengate Ranch & Vineyard submitted her board application.
A motion was made by Pat Goetz, and seconded by Sally Kruger, to accept Corinne Smith's application representing Greengate Ranch & Vineyard to join the Edna Valley/Arroyo Grande Valley local fund advisory board. With no further discussion, Corinne Smith's application was accepted by unanimous voice vote of the local Advisory Board.
- c. Brainstorm Ideas for Enhancing Destination Pages:** Pat Goetz asked if videos can be added to the destination page. Cheryl Cuming confirmed that each lodging property page will have opportunities to add videos and multiple photos.
- d. Admin Services Contract Renewal Approval:** The board reviewed the scope of services from Stephanie Rowe for the next year. Pat noted that an additional 5 hours per quarter was added due to the fact that this amount of additional hours had to be approved by the board in the past two years.

A motion was made by Pat Goetz, and seconded by Ed Kurtz, to approve the administrative services contract renewal for Stephanie Rowe at the rate of \$25.00 per hour for a maximum of 15 hours per quarter for a total annual investment of \$1,500. The contract will be in effect for 12 months starting April 1, 2015 through March 31, 2016. With no further discussion, the contract renewal was approved by unanimous voice vote of the local Advisory Board.
- e. Discovery Loop Map Content Review:** The board reviewed the edits to the 25 Points of Interest and provided input. Pat Goetz asked if the lodging properties can be listed. Cheryl will check with Mental Marketing. Pat also asked if the wineries could be marked on the map. Stephanie will update the content and send to the board for final review.
- f. Discussion regarding setting up standard quarterly meetings:** The board decided to set the next meeting at the prior meeting.

8. Future Agenda Items / New Business:

- a. Stewardship Travel Activity discussion

9. Closing Comments: None

10. Next SLO Wine Lodging Alliance Board Meeting:

Date: June 1, 2015
Time: 1:00–3:00 pm
Location: Casita at Bobcat Canyon
741 Twin Creeks Way, San Luis Obispo, CA 93401
(805) 592-2011

11. Adjournment: The meeting was adjourned at 2:57 pm.