

SLO Wine Lodging Alliance

Meeting Agenda

May 9, 2017

3:00 – 5:00pm

Greengate Ranch - Vineyard Cottage

300 Green Gate Rd., San Luis Obispo, CA 93401 (805) 459-5635

1. **Call to Order and Roll Call** (provide updated roster)
2. **Public Comment(s) (please limit to 3 minutes each):**
3. **Consent Items:** Approve 3/14/17 meeting minutes
4. **CBID Local Fund Update | Financials:** Cheryl Cuming
 - a. Rural Road Trip launched
5. **Budget Update:** Corinne Smith
6. **Member Updates | Committee Reports**
 - a. Marketing: Judith, Corinne and Pat
 - i. Judith, Bi-Monthly Marketing Recap
 - b. Stewardship Travel Program: Pattea
7. **Presentations:** Heather Muran, SLO Wine Country
8. **Discussion and Action Items**
 - a. SLO Wine Country
 - i. Proposal for 2017/18
 - b. Board Renewals
 - i. Corinne Smith, Laura Jeffrey.
 - ii. Thank you Sally Kruger!!
 - iii. Potential board candidates
 - c. Local administrator role and duties
 - d. Book Now functionality
9. **Future Agenda Items | New Business**
10. **Closing Comments**
11. **Next SLO Wine Lodging Alliance Meeting:**

Date: July 11 from 3 – 5pm Location: TBD
Remaining 2017 dates: September 12 and November 14
12. **Adjournment**

To promote and grow our sister wine regions of Arroyo Grande and Edna Valleys for lodging, wineries and eateries by creating awareness of what we uniquely offer that will delight new and returning visitors alike.

SLOWineLodging.com