

SLO Wine Lodging Alliance

Meeting Agenda

March 14, 2017

3:00 – 5:00pm

Kurtz Home

741 Twin Creeks Way, San Luis Obispo, CA 93401 (818) 424-3175

1. **Call to Order and Roll Call** (provide updated roster)
2. **Public Comment(s) (please limit to 3 minutes each):** introduce Landy Fike
3. **Consent Items:** Approve 1/10/17 meeting minutes
4. **CBID Local Fund Update | Financials:** Cheryl Cuming
 - a. Launch Destination focused Rural Road Trip on 5/1
5. **Budget Update:** Ed Kurtz
6. **Member Updates | Committee Reports**
 - a. Marketing: Judith, Corrine and Pat
 - i. Judith, Quarterly Marketing Recap
 - b. Stewardship Travel Program: Pattea
7. **Presentations:**
8. **Discussion and Action Items**
 - a. 2016|17 Budget Review
 - i. FreshBuzz additional funding
 - (i) Services through June 2017
 - (ii) Website development – book now functionality
 - ii. Brochure
 - (i) Certified Folder distribution funding: \$225/mo for 117 locations
 - (ii) Printing: current quantity thru summer and 10K more under \$1,000
 - iii. SLO Chamber
 - (i) Annual Dues Renewal (\$260/year)
 - (ii) Visitor Guide funding (1/3 page \$1200)
 - b. Administrator expanded scope and funding: \$200-\$250/month
 - c. SLO Wine Lodging constituent list
 - d. Use of SLO Wine lodging logo on constituent websites and POS
9. **Future Agenda Items | New Business**
10. **Closing Comments**
11. **Next SLO Wine Lodging Alliance Meeting:**

Date: May 9 from 3 – 5pm (Corinne to chair) Location: TBD
Remaining 2017 dates: July 11, September 12 and November 14
12. **Adjournment**

by creating awareness of what we uniquely offer that will delight new and returning visitors alike.
SLOWineLodging.com