

SLO Wine Lodging Alliance

Meeting Agenda

July 11, 2017

3:00 – 5:00pm

Kurtz Home

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

Call to Order and Roll Call (provide updated roster)

Public Comment(s) (please limit to 3 minutes each):

Consent Items: Approve 5/9/17 meeting minutes

CBID Local Fund Update | Financials: Cheryl Cuming
Summary and Co-op recap
Rural Road Trip Summary
Katie Sturevant - STP recap

Budget Update: Ed Kurtz

Member Updates | Committee Reports

Marketing: Judith, Pat
Judith, Bi-Monthly Marketing Recap

Presentations:

Heather Muran, SLO Wine Country
Judith Cohen, Solve Marketing

Discussion and Action Items

Solve
Proposal for 2017/18
SLO Wine Country
Proposal for 2017/18
Approval of the 2017_2018 budget
Board Candidates
Leigh Woolpert
Rack Cards
September meeting date change

Future Agenda Items | New Business

Closing Comments

Next SLO Wine Lodging Alliance Meeting:

Date: TBD from 3 – 5pm Location: TBD

Remaining 2017 dates: November 14

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