



SLO Wine Lodging Alliance Meeting Agenda

September 19, 2017

4:00 – 5:30pm

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):
- 3. Consent Items:** Approve 7/11/17 meeting minutes
- 4. CBID Local Fund Update | Financials:** Cheryl Cuming
 - a. Summary
 - b. Rural Road Trip
- 5. Budget Update: Ed Kurtz**
- 6. Member Updates | Committee Reports**
 - a. Marketing: Judith, Pat
 - i. Judith, Bi-Monthly Marketing Recap
- 7. Discussion and Action Items**
 - a. SLO Wine Country
 - i. Partnership level
 - b. Review advertising strategy
 - c. Landing page discussion
 - d. Maintenance costs
 - e. How to spend 2016/17 carryover
- 9. Future Agenda Items | New Business**
- 10. Closing Comments**
- 11. Next SLO Wine Lodging Alliance Meeting:**

Date: Nov. 14 from 3 – 5pm Location: TBD
2018 Meeting Dates - Jan 9; March 13; May 8; July 10; Sept 11; Nov 13
- 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