

SLO County Business Improvement District
Edna Valley/Arroyo Grande Local Area Advisory Council meeting



**SLO Wine Lodging Alliance
Meeting Agenda**

November 14, 2017

3:30 pm - 5:00 pm

Biddle Ranch Vineyard

2050 Biddle Ranch Rd., San Luis Obispo, CA 93401 (805) 543-2399

- 1. Call to Order and Roll Call** (provide updated roster)
- 2. Public Comment(s) (please limit to 3 minutes each):**
- 3. Consent Items:** Approve 9/11/17 meeting minutes
- 4. Presentation:** Dwyne Willis, SLO Provisions
- 5. CBID Local Fund Update I Financials:** Cheryl Cuming
 - a. LFA Summary
 - b. Coastal Discovery & Stewardship Celebration overview
 - c. Rural Road Trip
- 6. Budget Update: Ed Kurtz**
- 7. Member Updates I Committee Reports**
 - a. Marketing: Judith
 - i. Judith, Bi-Monthly Marketing Recap
- 8. Discussion and Action Items**
 - a. Advertising Options
 - i. SLO Co. Airport
 - ii. PC/Mobile app
 - iii. Photo Asset Library Budget
 - b. Board Renewals
 - c. Marketing Committee
 - d. Assistant Chairperson
 - e. Board Meeting start time
- 9. Future Agenda Items I New Business**
- 10. Closing Comments**
- 11. Next SLO Wine Lodging Alliance Meeting:**

Date: January 9 from ? – 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