

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



**SLO Wine Lodging Alliance
Meeting Agenda**

January 9, 2018

3:30 pm - 5:00 pm

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 11/14/17 meeting minutes
4. **CBID Local Fund Update | Financials:** Cheryl Cuming
 - a. LFA Summary
 - b. Coastal Discovery & Stewardship Celebration overview
 - c. Rural Road Trip
5. **Budget Update:** Ed Kurtz
6. **Member Updates | Committee Reports**
 - a. Marketing: Judith
 - i. Judith, Bi-Monthly Marketing Recap
7. **Discussion and Action Items**
 - a. Advertising Proposal
 - i. Web & Email
 - b. BIG application
 - c. Board Renewals - Pat Goetz
 - d. Election of Officers
 - e. Establishment of Marketing Committee
 - f. Establishment of Beautification Committee
9. **Future Agenda Items | New Business**
10. **Closing Comments**
11. **Next SLO Wine Lodging Alliance Meeting:**

Date: March 13, 2018 3:30 – 5pm Location: TBD
2018 Meeting Dates - 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