

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

SLO Wine Lodging Alliance Meeting Agenda

March 20, 2018

3:30 pm - 5:00 pm

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 1/9/18 meeting minutes

Presentation: Jocelyn Brennan, Arroyo Grande Chamber & TBID Administrator

CBID Local Fund Update | Financials: Cheryl Cuming

LFA Summary

Stewardship Travel update - Katie Sturtevant

Rural Road Trip

Budget Update: Ed Kurtz

Member Updates | Committee Reports

Marketing: Judith

Bi-Monthly Marketing Recap

Newsletter recap

Discussion and Action Items

Approval of ad design expense - SLO Wine Map \$200

\$750 contingency for future ad design expenses

SLO Chamber Visitor Guide ad

Potential Board Candidates - 5 yr term

Election of Officers

Establishment of Marketing Committee

Establishment of Beautification Committee

Future Agenda Items | New Business

Closing Comments

Next SLO Wine Lodging Alliance Meeting:

Date: May 8, 2018 3:30 – 5pm Location: Claiborne & Churchill

2018 Meeting Dates - May 8; July 10; Sept 11; Nov 13

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