

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



**SLO Wine Lodging Alliance
Meeting Agenda**

May 15, 2018

3:30 pm - 5:00 pm

Claiborne & Churchill

2639 Carpenter Canyon Rd., San Luis Obispo, CA 93401 (805) 441-6934

1. **Call to Order and Roll Call** (provide updated roster)
2. **Public Comment(s)** (please limit to 3 minutes each):
3. **Consent Items:** Approve 3/20/18 meeting minutes
4. **Presentation:** Jocelyn Brennan, Arroyo Grande Chamber & TBID Administrator
5. **CBID Local Fund Update I Financials:** Cheryl Cuming
 - a. LFA Summary
 - b. Rural Road Trip
 - c. CBID Strategic Marketing update
6. **Budget Update: Ed Kurtz**
7. **Member Updates I Committee Reports**
 - a. Marketing: Judith
 - i. Bi-Monthly Marketing Recap
 - ii. Newsletter recap
8. **Discussion and Action Items**
 - a. Solve Marketing Proposal 2018 -19
 - b. 2018/19 budget discussion
 - c. Board Application: Elise Carraway
 - d. Board Chairperson selection discussion
9. **Future Agenda Items I New Business**
10. **Closing Comments**
11. **Next SLO Wine Lodging Alliance Meeting:**

Date: July 10, 2018 3:30 – 5pm Location: To be determined
2018 Meeting Dates - 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