

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

SLO Wine Lodging Alliance

November 13, 2018

3:30 pm - 5:00 pm

Biddle Ranch Vineyard

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

Call to Order and Roll Call (provide updated roster)

Public Comment(s) (please limit to 3 minutes each):

Consent Items: Approve 9/11/18 meeting minutes

CBID Local Fund Update I Financials:

- a. LFA Summary
- b. Coastal Discovery
- c. H1DR Marketing & Media plan

Budget Update: Leigh Woolpert

Member Updates I Committee Reports:

Marketing Partner: Solve Agency

CANCELLE

Bi-
January newsletter

Marketing Committee: Elise Carraway

Monthly Marketing Recap

Discussion and Action Items

Photo Contest

Constituent Lodging Availability Document

Future Agenda Items | New Business

Closing Comments

Next SLO Wine Lodging Alliance Meeting:

Date: Jan 9, 2019 3:30 – 5pm Location: Laura Jeffrey

2019 Meeting Dates - (Wednesdays) Jan 9; Mar 13; May 8; Jul 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