

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

## **SLO Wine Lodging Alliance**

**November 14, 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

Bi-Monthly Marketing Recap

January newsletter

**Marketing Committee:** Elise Carraway

### **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