

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



SLO Wine Lodging Alliance

March 13, 2019

3:30 pm - 5:00 pm

Greengate Ranch - The Ranch House

300 Green Gate Rd., San Luis Obispo, CA 93401 805-459-9683

1. **Call to Order and Roll Call** (provide updated roster)
2. **Public Comment(s) (please limit to 3 minutes each):**
3. **Consent Items:** Approve 1/9/19 meeting minutes
4. **CBID Local Fund Update I Financials:**
 - a. LFA Summary
 - b. Coastal Discovery
 - c. LFA Imperative: Assistance Programs
 - d. Digital Marketing Rollup Report
5. **Budget Update:** Lizzy Thompson
6. **Member Updates I Committee Reports:**
 - Marketing Partner:** Solve Agency
 - i. Bi-Monthly Marketing Recap
 - ii. Photo Contest
 - iii. Profiles New EVAGV Constituents
 - Marketing Committee:** Elise Carraway; Pat Goetz
7. **Discussion and Action Items**
 - a. Contingency Funding Solve Agency
 - i. CrowdRiff
 - b. Board Term Renewals
 - i. Jena Wilson
 - ii. Leigh Woolpert
9. **Future Agenda Items | New Business**
10. **Closing Comments**
11. **Next SLO Wine Lodging Alliance Meeting:**
 - Date: May 8, 2019 3:30 – 5pm Location: TBD
 - 2019 Meeting Dates - (Wednesdays) May 8; Jul 10; Sept 1; 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