

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



SLO Wine Lodging Alliance

May 5, 2021

3:30 pm - 5:00 pm

Virtual Board Meet

Time: May 5, 2021 03:30 PM Pacific Time (US and Canada)

Join Zoom Meeting

<https://zoom.us/j/91025576546?pwd=bIV5VGE4MGFGQVBQSDRucW5GRExidz09>

Meeting ID: 910 2557 6546

Passcode: 885564

One tap mobile

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+12532158782,,91025576546#,,,,*885564# US (Tacoma)

1. **Call to Order and Roll Call** (provide updated roster)
2. **Public Comment(s)** (please limit to 3 minutes each):
3. **Consent Items:** Approve 3/10/2021
4. **CBID Local Fund Update I Financials:** Cheryl Cuming
 - a. LFA Summary
5. **Budget Update:** Leigh Woolpert
6. **Member Updates I Committee Reports:**
 - Marketing Partner:** Big Red Marketing
 - a. Reports - monthly
 - Marketing Committee:** Elise Carraway, Landy Fike
7. **Marketing Presentations**
8. **Discussion and Action Items**
 - a. Board Term Renewal - Leigh Woolpert
 - b. SLO Coast Wine Collective proposal
 - c. Marketing Presentations and Proposals
 - d. 2021/2022 Budget
9. **Future Agenda Items | New Business:**
10. **Closing Comments**
11. **Next SLO Wine Lodging Alliance Meeting:**

Date: July 14, 2021 Location: TBD
2021 Meeting Dates - (2nd Wednesday) Sept 8; Nov 10
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