

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



**SLO Wine Lodging
Alliance - Special Meeting**

**May 18, 2021
3:30 pm - 5:00 pm
Virtual Meet**

Join Zoom Meeting

<https://zoom.us/j/98922231271?pwd=Vk96YjZrekJFQ29tSHhxTFJBU3BNUT09>

Meeting ID: 989 2223 1271

Passcode: 572814

One tap mobile

+16699006833,,98922231271#,,,,,0#,,572814# US (San Jose)

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- 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 minutes
- 4. Presentation:**
 - a. D&M Social - Katie Lakavage & Ashley Danmeyer
 - b. Big Red Marketing - Amanda Diefenderfer
- 5. Discussion and Action Items**
 - a. Board Term Renewal - Leigh Woolpert
 - b. Marketing Proposals
 - i. D&M Social
 - ii. Lori Ritchey
 - iii. Big Red Marketing
 - c. SLO Coast Wine Collective Proposal
 - d. 2020/2021 Budget
- 6. Future Agenda Items | New Business**
- 7. Closing Comments**
- 8. Next SLO Wine Lodging Alliance Meeting:**

Date: July 14, 2021 3:30 – 5pm Location: TBD
2021 Meeting Dates - (2nd Wednesdays) Sept 8; Nov 10
- 9. 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