

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



SLO Wine Lodging Alliance

November 10, 2021
3:30 pm - 5:00 pm
Virtual Board Meet

Join Zoom Meeting:

<https://us06web.zoom.us/j/85361401239?pwd=R3VsK1Z5WnhhM1I6dnJqZGdwRXBydz09>

Meeting ID: 853 6140 1239

Passcode: 583149

One tap mobile

+16699006833,,85361401239#,,,,*583149# US (San Jose)

+13462487799,,85361401239#,,,,*583149# US (Houston)

Call to Order and Roll Call (provide updated roster)

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

Consent Items: Approve 8/5/2021

Presentation: n/a

CBID Local Fund Update I Financials: Cheryl Cuming

a. LFA Summaries

Budget Update: Leigh Woolpert

Member Updates I Committee Reports:

Marketing Partner: Big Red Marketing

a. Reports

Marketing Committee: Elise Carraway, Landy Fike

Marketing Presentations

Discussion and Action Items

Future Agenda Items | New Business:

Closing Comments

Next SLO Wine Lodging Alliance Meeting:

Date: January 12, 2022 Location: TBD

2022 Meeting Dates - (2nd Wednesday) Mar 9; May 11; July 13; Sept 14; Nov 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