

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

SLO Wine Lodging Alliance

July 14, 2021
3:30 pm - 5:00 pm
Virtual Board Meet

Join Zoom Meeting:

<https://us06web.zoom.us/j/84809173243?pwd=WlU5bjlvMXU3anpub2p6dytoU00rdz09>

Meeting ID: 848 0917 3243

Passcode: 052564

One tap mobile

+16699006833,,84809173243#,,,,*052564# US (San Jose)

+13462487799,,84809173243#,,,,*052564# US (Houston)

Call to Order and Roll Call (provide updated roster)

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

Consent Items: Approve 6/3/2021

Presentation: Katie Sturtevant, Stewardship Travel for Good Program

CBID Local Fund Update I Financials: Cheryl Cuming

a. LFA Summary

Budget Update: Leigh Woolpert

Member Updates I Committee Reports:

Marketing Partner: Big Red Marketing

a. Reports - fiscal year review

Marketing Committee: Elise Carraway, Landy Fike

Marketing Presentations

Discussion and Action Items

a. LFA Assistance Programs - co-funding opportunities

b. SLO Coast Wine Collective proposal

Future Agenda Items | New Business:

Closing Comments

Next SLO Wine Lodging Alliance Meeting:

Date: September 8, 2021 Location: TBD

2021 Meeting Dates - (2nd Wednesday) Nov 10

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