

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



## SLO Wine Lodging Alliance

**February 9, 2022**  
**3:30 pm - 5:00 pm**  
**Virtual Board Meet**

Join Zoom Meeting

<https://us06web.zoom.us/j/89153414605?pwd=dkQ5V3JiQVY0dWZKajZDYnc4d3o5QT09>

Meeting ID: 891 5341 4605

Passcode: 823496

One tap mobile

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**Call to Order and Roll Call** (provide updated roster)

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

**Consent Items:** Approve 11/10/2021

**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

**Discussion and Action Items**

Add additional funds to marketing investment

Vacant board member seat

Board term renewal - Lizzy Thompson

**Future Agenda Items | New Business:**

**Closing Comments**

**Next SLO Wine Lodging Alliance Meeting:**

Date: January 12, 2022 Location: TBD

2022 Meeting Dates - (2nd Wednesday the second month of each quarter)

May 11; Aug 10; 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