



Edna Valley/Arroyo Grande Valley
Local Fund Advisory Board

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](https://www.slowinelodging.com)

SLO Wine Lodging Alliance

May 11, 2022

3:30 pm - 5:00 pm

Hybrid Meeting - Join Zoom Meeting:

<https://us06web.zoom.us/j/89047128946?pwd=UnFhOGtQSEdLZzVPbithdVkxc3pldz09>

Lizzy Thompson- Claiborne & Churchill office: 2649 Carpenter Canyon Road SLO, CA 93401

Jena Wilson - Green Gate office

Elise Carraway - Hacienda Felice office

Alicia Cocks - The White Barn office

Tom Halen - La Lomida office

Call to Order: Lizzy Thompson

Roll Call (provide updated roster): Landy Fike

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

Consent Items: Approve 2/9/2022

Presentation:

- a. Melissa Murray, Visit SLO CAL: Travel & Tourism Training and Events & Festivals strategy
- b. Kathleen Naughton, SLO Coast Wine Collaborative

CBID Local Fund Update I Financials: Cheryl Cuming

- a. LFA Summaries

Budget Update: Lizzy Thompson

Member Updates I Committee Reports:

Marketing Partner: Big Red Marketing

- a. Reports
- b. 2022/23 Marketing Proposal

Marketing Committee: Elise Carraway, Landy Fike

Discussion and Action Items:

Board term renewal vote - Elise Carraway

Board member application discussion and vote - Sarah Hames

2022-2023 Budget discussion and vote

2022-2023 Marketing proposal discussion and vote

2022-2023 SCWC proposal discussion and vote

Future Agenda Items | New Business:

Closing Comments

Next SLO Wine Lodging Alliance Meeting:

Date: August 10, 2022 Location: TBD

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

Aug 10; Nov 9

Adjournment

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the district administrator (Landy Fike at info@slowinelodging.com) at least 48 hours in advance of the meeting.