



SLO County Business Improvement District
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

SLO Wine Lodging Alliance

February 8, 2023 - 3:30 pm - 5:00 pm

La Lomita office: 1985 La Lomita Way, San Luis Obispo

- 1. Call to Order:** Leigh Woolpert
- 2. Roll Call** (provide updated roster)
- 3. Public Comment(s)** (please limit to 3 minutes each):
- 4. Presentation: none**
- 5. Consent Items:** Approve 11/9/2022 and 12/2/22 board minutes
- 6. CBID Local Fund Update I Financials:** Cheryl Cuming
 - a. LFA Summaries
- 7. Budget Update:** Leigh Woolpert
- 8. Member Updates I Committee Reports:**
 - Marketing Partner:** Big Red Marketing
 - a. Reports
 - b. Lead Generation proposal
 - c. Newsletter ideas
 - Marketing Committee:** Elise Carraway, Danielle Dubow
- 9. Discussion and Action Items:**
 - a. Discuss and Vote on Karen Reed's Board Application
 - b. Lead Generation proposal from Big Red
- 10. Future Agenda Items | New Business:**
- 11. Closing Comments**
- 12. Next SLO Wine Lodging Alliance Meeting:**
 - Date: May 10, 2023 Location: TBD
 - 2023 Meeting Dates - Feb 8; May 10; Aug 9; Nov 8
 - (Second Wednesday of the second month of each quarter)
- 13. Adjournment**

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