



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

May 17, 2023 - 3:30 pm - 5:00 pm

Green Gate office: 300 Green Gate Rd, San Luis Obispo, CA 93401

- 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 2/8/2023 board minutes
- 6. Member Updates | Committee Reports:**
 - Marketing Partner:** Big Red Marketing
 - a. Reports and Proposal
 - b. Newsletter ideas
 - Marketing Committee:** Elise Carraway, Danielle Dubow
- 7. CBID Local Fund Update | Financials:** Cheryl Cuming
 - a. LFA Summaries
- 8. Budget Update:** Leigh Woolpert
- 9. Discussion and Action Items:**
 - a. Discuss and Vote on budget for fiscal year 2023-2024
 - b. Discuss and Vote on Big Red Marketing proposal
 - c. Discuss and Vote on Danielle's Marketing Liaison proposal
- 10. Future Agenda Items | New Business:**
- 11. Closing Comments**
- 12. Next SLO Wine Lodging Alliance Meeting:**

Date: August 9, 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.)