



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](http://SLOWineLodging.com)

## **SLO Wine Lodging Alliance**

**February 21, 2024 - 3:30 pm - 5:00 pm**

La Lomita Ranch: 1985 La Lomita Wy, San Luis Obispo, CA 93401

- 1. Call to Order:** Leigh Woolpert
- 2. Public Comment(s)** (please limit to 3 minutes each):
- 3. Presentation:** Supervisor Ortiz Legg
- 4. Consent Items:** Approve 11/15/2023 board minutes
- 5. Member Updates I Committee Reports:**
  - Marketing Partner:** Big Red Marketing
  - Marketing Committee:** Elise Carraway, Danielle Carpenter
    - a. Reports
    - b. Newsletter ideas
- 6. CBID Local Fund Update I Financials:** Cheryl Cuming
- 7. Budget Update:** Leigh Woolpert
- 8. Discussion and Action Items:**
  - a. Discuss Bylaws
  - b. Discuss and vote on Jena's renewal
  - c. Discuss and vote on whether to redo the map
  - d. Discuss and vote on adjusting advertising funds for rest of the year
- 9. Future Agenda Items | New Business:**
  - a. none
- 10. Closing Comments**
- 11. Next SLO Wine Lodging Alliance Meeting:**

Date: May 8, 2024    Location: TBD  
2024 Meeting Dates - Feb 14; May 8; Aug 14; Nov 13  
(Second Wednesday of the second month of each quarter)
- 12. 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](mailto:info@slowinelodging.com)) at least 48 hours in advance of the meeting.)