



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
March 12, 2025 - 3:30 pm - 5:00 pm
Location: Cavalli Estates

1. **Call to Order:** Woolpert
2. **Roll Call:** Carpenter
3. **Public Comment(s)** (please limit to 3 minutes each):
4. **Presentation: n/a**
5. **Consent Items:** Approve board minutes from 12/4/24 Meeting, as well as 8/15, 5/8 and 5/21/2024 minutes Woolpert
6. **Member Updates:**
 - a. **Marketing Partner:** D&S Shadetree
 - b. **CBID Local Fund Update I Financials:** Cuming
 - i. **LFA Summary**
 - ii. **Bylaws**
7. **Budget Update:** Woolpert
8. **Discussion and Action Items:** Cuming
 - a. **Select board chair(s) for 1 year term**
Per the new CBID and LFA Bylaws the Board Chair position term is one year and must be renewed annually.
 - b. **Select Vice Chair for 1 year term**
Per the new CBID and LFA Bylaws the Board must select a Vice Chair to run the meetings if the Chair is not available. Must be renewed annually.
 - c. **Approval of Resolution supporting new non-profit Highway 1 Tourism Alliance** Cuming
A resolution designating SLO County TBID funds to Highway 1 Tourism Alliance (HITA) and recommending HITA as the designated County contractor.
 - d. **Discuss and Vote on Sarah Hame's Board Renewal** Woolpert
Sarah has submitted her renewal letter so the board can vote on her continued membership.
9. **Future Agenda Items | New Business:**
 - a. 2025-26 Budget

- b. 2025-26 Marketing Contract
- c. 2025-26 LFA Imperatives

10. Closing Comments

Woolpert

11. Next SLO Wine Lodging Alliance Meeting:

Date: June 11, 2025 Location: TBD

2025 Meeting Dates - March 12; June 11; September 10; December 3

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) at least 48 hours in advance of the meeting.)