



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

June 11, 2025 - 3:30 pm - 5:00 pm

Location: Greengate Ranch, 300 Greengate Rd.

1. **Call to Order:** Woolpert
2. **Roll Call:** Carpenter
3. **Public Comment(s)** (please limit to 3 minutes each):
4. **Consent Items:** Approve board minutes from 3/12/25 Meeting Woolpert
5. **Member Updates I Committee Reports:**
Marketing Partner: D&S Shadetree
 - a. Reports
6. **CBID Local Fund Update I Financials:** Cuming
 - a. **LFA Summary**
7. **Budget Update:** Woolpert
8. **Discussion and Action Items:** Woolpert
 - a. **Discuss and vote on 2025-26 Admin contract** D&S Shadetree
The LFA Administrator is up for contract renewal due to the formation of the Highway 1 Tourism Alliance. The renewal period is one year.
 - b. **Discuss and vote on 2025-26 Marketing contract** D&S Shadetree
The annual marketing contract is up for renewal for a 1 year period. Discuss whether to create a new map and new videos
 - c. **Discuss and vote on 2025-26 Budget** D&S Shadetree
The budget for July 2025 – June 2026 includes projected income flat from 2024-2025 and expenses for the new HITA, as well as for other administration costs and marketing.
9. **Future Agenda Items | New Business:**
 - a. ECOSLO Tree Planting Funding Request
 - b. 2025-26 LFA Imperatives
10. **Closing Comments** Woolpert
11. **Next SLO Wine Lodging Alliance Meeting:**
Date: September 10, 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.)