



**ADVISORY BOARD FOR THE ATASCADERO TOURISM
BUSINESS IMPROVEMENT DISTRICT**

MINUTES

Wednesday, October 19, 2022 at 2:30 P.M.

**Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California**

CALL TO ORDER:

Chairperson Harden called the meeting to order at 2:32 P.M.

ROLL CALL:

Present: Chairperson Harden, Vice Chairperson Ketchum, Board Member Alexander, Board Member O'Malley, and Board Member Sohi

Absent: None.

Staff Present: Deputy City Manager Terrie Banish, Deputy Director of Economic and Community Development Loreli Cappel, Deputy City Clerk Dillon James, and Marketing Consultant Ashlee Akers

APPROVAL OF AGENDA:

MOTION: By Board Member Alexander and seconded by Vice Chairperson Ketchum to approve the agenda.
Motion passed 5:0 by a roll call vote.

PUBLIC COMMENT: This portion of the meeting is reserved for persons wanting to address the Board on any matter not on this agenda and over which the Board has jurisdiction. Speakers are limited to three minutes. Please state your name for the record before making your presentation. The Board may take-action to direct the staff to place a matter of business on a future agenda. A maximum of 30 minutes will be allowed for Public Comment, unless changed by the Board.

Chairperson Harden opened the Public Comment period.

The following citizens provided public comment: Tracy Stann of the San Luis Obispo Botanical Garden, to promote Nature Nights, running from November 11, 2022 to January 8, 2023.

Chairperson Harden closed the Public Comment period.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – September 21, 2022

- Recommendation: ATBID Board approve the Draft Action Minutes of the September 21, 2022 meeting. [City Staff]

MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve the consent calendar.
Motion passed 5:0 by a roll call vote.

B. BUSINESS ITEMS:

1. SLO CAL Resident Tourism Sentiment Research Study

- Recommendation: ATBID Board discuss and provide staff direction regarding potential ATBID sponsorship of Atascadero residents' participation in a 1,500-respondent survey of local sentiments about tourism, commissioned by the Visit SLO CAL Tourism Marketing District in partnership with Destination Analysts. [City/SLO CAL]
- Fiscal impact: \$6,800.

Visit SLO CAL Vice President of Community Engagement and Advocacy Tracy Campbell presented this item and answered questions from the Board.

The Board inquired about the wording and specificity of questions. Ms. Campbell advised the Board that each community will be polled using the same bank of 30 questions, which will then be analyzed in accordance with the expressed concerns of each individual community, for a resultant analysis that provides clear direction for future ATBID Board engagement with local residents, as well as identifying primary concerns regarding the relationship between tourism and other local industries.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: None.

Chairperson Harden closed public comment.

MOTION: By Board Member O'Malley and seconded by Vice Chairperson Ketchum to allocate \$6,800 in ATBID funds for Atascadero's participation in the SLO CAL Resident Tourism Sentiment Research Study.

Motion passed 5:0 by a roll call vote.

2. Event Sponsorship Review

- Recommendation: ATBID Board review, discuss, and provide staff direction to update the current event sponsorship program and provide direction on an event solicitation mailing along with a possible deadline for consideration for new and renewing events. [ATBID/City]
- Fiscal impact: None.

Deputy City Manager Terrie Banish presented this item and answered questions from the Board.

The Board expressed approval of the current event sponsorship program guidelines and tier structure, with some feedback for edits: to specify cancelation/refund procedures in the event of another pandemic in the cancelation policy, and that Tier 1 events (the largest events by attendance) should require a minimum 12-month notice with possible exceptions for extraordinary circumstances and/or events for which the benefits to ATBID outweigh time constraint considerations. The Board further directed Deputy City Manager Banish to continue researching a possible mailing for future event solicitation.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Ashlee Akers.

Chairperson Harden closed public comment.

The Event Sponsorship Review was received and filed.

3. Quarterly Marketing Report

- Recommendation: ATBID Board receive and file Verdin's quarterly marketing report for Q1 2022. [Verdin]
- Fiscal Impact: None.

Deputy City Manager Terrie Banish and Marketing Consultant Ashlee Akers presented this item and answered questions from the Board.

The Board noted that the de-flagging of a chain hotel in Atascadero possibly explains some of the data indicating a slight dip in available rooms on a given night. Regardless, Average Daily Rate (ADR) and general revenue remain high.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: None.

Chairperson Harden closed public comment.

The Quarterly Marketing Report was received and filed.

4. Budget Overview and Monthly Report

- Recommendation: ATBID Board receive and file the budget overview and monthly report. [City/Verdin]
- Fiscal Impact: None.

Deputy City Manager Terrie Banish presented this item and answered questions from the Board.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: None.

Chairperson Harden closed public comment.

The Budget Overview and Monthly Report was received and filed.

C. UPDATES:

1. Visit SLO CAL Board and Marketing Committee updates. [Visit SLO CAL/Verdin/City Manager's Office]
2. City business and administrative update. [City Manager's Office]

D. BOARD MEMBER COMMENTS: None.

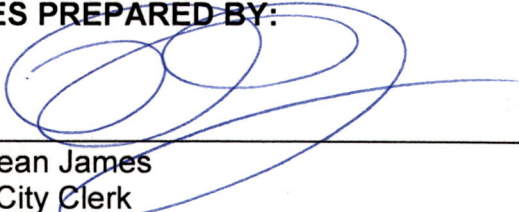
E. FUTURE AGENDA ITEMS: (This section is set aside for open discussion on future agenda items)

1. Budget ad hoc assignment for the upcoming 2023-2025 budget cycle, including the contingency fund amount for emergencies. (November)
2. Quarterly check in on HdL STR compliance program. (November)
3. Bovine Classic event recap. (November)
4. Next quarterly marketing report by Verdin Marketing. (January)
5. New event sponsorship opportunity presentation by City. (January)
6. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (January)
7. Atascadero Fall Fest recap. (January)

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 4:35 P.M.

MINUTES PREPARED BY:



Dillon Dean James
Deputy City Clerk

APPROVED AS AMENDED: November 16, 2022