



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT REGULAR MEETING AGENDA

In accordance with City Council Resolution No. 2022-001 and the requirements of AB 361, the ATBID Meeting will not be physically open to the public and Board Members will be teleconferencing into the meeting.

HOW TO OBSERVE THE MEETING:

To maximize public safety while still maintaining transparency and public access, the meeting will be available for public participation through the following link <https://us02web.zoom.us/j/81654417690?pwd=eWp2cHpUc29FTDdSSzhpVXhUQkIGQT09.>

HOW TO SUBMIT PUBLIC COMMENT:

Members of the public are highly encouraged to use the link above or may call **1(669) 900-6833** (Webinar ID: 816 544 17690; Passcode: 265250) to listen and provide public comment via phone or submit written public comments to cityclerk@atascadero.org by 9:00 am on the day of the meeting. Such email comments must identify the Agenda Item Number in the subject line of the email. The comments will be forwarded to the ATBID Board and be made a part of the administrative record. If a comment is received after the deadline for submission but before the close of the meeting, the comment will still be included as a part of the administrative record of the but will be forwarded to the ATBID Board following the meeting. **Please note, email comments will not be read into the record.**

AMERICAN DISABILITY ACT ACCOMMODATIONS:

Any member of the public who needs accommodations should contact the City Clerk's Office at cityclerk@atascadero.org or by calling 805-470-3400 at least 48 hours prior to the meeting or time when services are needed. The City will use their best efforts to provide reasonable accommodations to afford as much accessibility as possible while also maintaining public safety in accordance with the City procedure for resolving reasonable accommodation requests.

ATBID agendas and minutes may be viewed on the City's website: www.atascadero.org.

Copies of the staff reports or other documentation relating to each item of business referred to on the Agenda are on file in the office of the City Clerk and are available for public inspection on our website, www.atascadero.org. Contracts and Resolutions will be allocated a number once they are approved by the ATBID Board. The Minutes of this meeting will reflect these numbers. All documents submitted by the public during ATBID meetings that are either read into the record or referred to in their statement will be noted in the Minutes and available for review by contacting the City Clerk's office. All documents will be available for public inspection by appointment during City Hall business hours.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

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

Video Conference:

<https://us02web.zoom.us/j/81654417690?pwd=eWp2cHpUc29FTDdSSzhpVXhUQklGQT09>

Meeting ID: 816 5441 7690

Passcode: 265250

CALL TO ORDER:

ROLL CALL:

Chairperson Patricia Hardin, SpringHill Suites by Marriott
Vice Chairperson Corina Ketchum, Home 2 Suites by Hilton
Board Member Deana Alexander, The Carlton Hotel
Board Member, Tom O'Malley, Portola Inn
Board Member Amar Sohi, Holiday Inn Express and Suites

APPROVAL OF AGENDA:

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.

A. CONSENT CALENDAR

1. **ATBID Draft Action Minutes – Monthly ATBID Meeting, November 17, 2021**
 - Recommendation: ATBID Board approve the Draft Action Minutes of the Monthly Meeting, November 17, 2021. [City Staff]

B. BUSINESS ITEMS

1. **Central Coast Craft Beer Festival Event Recap 2021 & Event Sponsorship Request 2022**
 - Recommendations:
 1. Receive recap of the marketing results of the October 23rd Central Coast Craft Beer Festival and new special event request for March 2022.
 2. Provide staff direction on the sponsorship request for the March 2022 Central Coast Craft Beer Festival event. [CC Brewer's Consortium]
 - Fiscal Impact: \$5,000.

2. Atascadero Fall Festival Event Recap & Event Sponsorship Request 2022

- Recommendations:
 1. Receive recap of marketing results from the first Atascadero Fall Fest and new special event request for November 2022.
 2. Provide staff direction on the sponsorship request for the November 2022 Atascadero Fall Festival event. [En Fuego Events]
- Fiscal Impact: \$10,000.

3. New Bovine Classic Event for Sponsorship Review

- Recommendation: ATBID Board discuss and provide staff direction on sponsorship of the new Bovine Classic and investment level. [City]
- Fiscal Impact: Up to \$10,000.

4. TOT Collection Software Billing & Short-Term Rental Platform Review

- Recommendations:
 1. Review next steps for the TOT Collection Software Billing platform and how the short-term rental works with that program. [City]
 - Fiscal Impact: Approx.\$17,000 Annually
 2. Review the current Short-Term Rental program and provide staff direction on renewal given the opportunity with the new billing software. [City]
 - Fiscal Impact: \$5,135 Annually

5. Scope of Work for City Administrative Services for ATBID

- Recommendation: ATBID Board receive and file the City's "Scope of Work" for Administrative Services for ATBID starting January 2022. [City]
- Fiscal Impact: \$27,500 Annually

6. Marketing Plan Summary & Detailed Quarterly Marketing Report

- Recommendation: ATBID Board receive and file the Marketing Plan Summary and detailed Quarterly Marketing Report. [Verdin]
- Fiscal Impact: None

7. Budget Overview & Monthly Report

- Recommendation: ATBID Board receive and file Budget Report. [City/Verdin]
- Fiscal Impact: None.

C. UPDATES

1. Visit SLO CAL Updates – Restaurant Month & SLO Cal Crafted – Camille Silvera
2. Marketing Update – Verdin Marketing
3. City Business & Administrative Update – City Manager's Office
4. Chamber & BID (Downtown) Update – Josh Cross

D. BOARD MEMBER COMMENTS

D. FUTURE AGENDA ITEMS

1. Political/Action Topics Presentation by the Mayor and/or County Supervisor
2. Update on the status of the Visit SLO CAL Events & Festivals MOU
3. Economic Development Update for the City of Atascadero.
4. Space Port Presentation by Mayor Martin & Mayor Moreno.
5. Atascadero Lakeside Wine Festival Passport Update & 2022 Event Presentation.
6. Garagiste Festival Event Recap & 2022.

F. ADJOURNMENT