



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

In accordance with City Council Resolution No. 2022-010 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/87614155013?pwd=TEpneE5JMINzbis1cWdVL0JNc3kvdz09>

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: 876 1415 5013; Passcode: 726091) 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, April 20, 2022 at 2:30 P.M.

Video Conference:

<https://us02web.zoom.us/j/87614155013?pwd=TEpneE5JMINzbis1cWdVLOJNc3kvdz09>

Meeting ID: 876 1415 5013

Passcode: 726091

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 – March 16, 2022

- Recommendation: ATBID Board approve the March 16, 2022 Draft ATBID Regular Meeting Minutes. [City Staff]

B. BUSINESS ITEMS

1. Mid-State Fair Sponsorship Opportunities

- Recommendation: ATBID Board review and provide staff direction on 2022 Mid-State Fair Sponsorship Opportunity. [City]
- Fiscal Impact (GL 2801): Up to \$3,750.

2. Atascadero Lakeside Wine Festival 2022 Sponsorship Marketing Request

- Recommendations: ATBID Board review and provide staff direction on second part of the Atascadero Lakeside Wine Festival Sponsorship Request for 2022. [Atascadero Chamber]
- Fiscal Impact: \$3,000.

3. Central Coast Craft Beer Festival Event Recap 2022 & Event Sponsorship Renewal 2023

- Recommendations: ATBID Board:
 1. Receive recap of marketing results of the March 26, 2022 Central Coast Craft Beer Festival.
 2. Provide staff direction on sponsorship request for the March 2023 Central Coast Craft Beer Festival. [Central Coast Brewers Consortium]
- Fiscal Impact: Up to \$5,000.

4. In-Person Meetings

- Recommendation: ATBID Board discuss and provide staff direction on option of in-person meetings or to continue virtual meetings starting May 2022. [City]
- Fiscal Impact: None.

5. Marketing Plan Summary & Detailed Quarterly Marketing Report

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

6. Budget Overview & Monthly Report

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

C. UPDATES

1. Visit SLO CAL Updates (Note: Marketing Committee meets every other month, next meeting in May) – Camille Silvera
2. City Business & Administrative Update – City Manager’s Office

D. BOARD MEMBER COMMENTS

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

1. Results of Lodging Owners meeting for upcoming board terms (May).
2. Notice 2022-2023 Visit Atascadero Annual Report and Budget (May).
3. Destination Marketing Services contract renewal (May).
4. Guest experience vs. events with the recent increase in TOT.
5. Itemized budget item discussion for reserves.
6. Elks Lodge RV regarding TOT.
7. Quarterly check in on HdL STR compliance program beginning July 1.
8. Political/action topics presentation by Mayor Moreno and/or County Supervisor.
9. Space Port presentation by Mayor Martin & Mayor Moreno.

F. ADJOURNMENT