



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

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**MINUTES**

**Wednesday, November 16, 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 2:33 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 City Clerk Dillon Dean James, and Marketing Consultant Ashlee Akers

**APPROVAL OF AGENDA:**

**MOTION:** **By Board Member O'Malley and seconded by Board Member Alexander 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: None.

***Chairperson Harden closed the Public Comment period.***

## A. CONSENT CALENDAR

### 1. ATBID Draft Action Minutes – October 19, 2022

- Recommendation: ATBID Board approve the Draft Action Minutes of the October 19, 2022 meeting. [City Staff]

Deputy City Clerk James advised that, due to a clerical error in the October 19, 2022 minutes, Board Member O'Malley was erroneously listed as absent for that meeting. The October minutes will be amended to reflect Board Member O'Malley's attendance at the October ATBID Board meeting.

**MOTION: By Board Member Sohi and seconded by Vice Chairperson Ketchum to approve the consent calendar as amended.  
*Motion passed 5:0 by a roll call vote.***

## B. BUSINESS ITEMS:

### 1. Atascadero Printery Foundation Performing Arts Marketing Presentation

- Recommendation: ATBID Board review, discuss, and provide staff direction to sponsor the Atascadero Printery Foundation's marketing efforts for upcoming events. [Printery Foundation]
- Fiscal impact: Up to \$5,000.

Atascadero Printery Foundation President Karen McNamara presented this item and answered questions from the Board.

The Board expressed appreciation for the dedicated work of Printery Foundation in restoring an historical site with cultural importance to the City and the community at-large. The Board is aware that the Printery Foundation has a tremendous amount of work ahead of them, including fundraising millions of dollars via any available funding source. With this in mind, the Board chose not to sponsor the Printery's marketing efforts at this time, but instead encouraged Ms. McNamara and her staff to explore all possible funding opportunities, including connecting with downtown business owners to ascertain their visions for a cultural and performing arts center in Atascadero.

## PUBLIC COMMENT:

***Chairperson Harden opened public comment.***

The following citizens provided public comment on this item: Bryan Yates.

***Chairperson Harden closed public comment.***

***The Atascadero Printery Foundation Performing Arts Marketing Presentation was received and filed by the Board.***



## **2. 2022 Bovine Classic Event Recap & Event Sponsorship Renewal 2023**

- Recommendation: ATBID Board:
  1. Receive and file recap of marketing results of the November 5, 2022 Bovine Classic.
  2. Provide staff direction on sponsorship request for the October 28, 2023 Bovine Classic. [Bovine Classic]
- Fiscal impact: Up to \$10,000.

Bovine Classic Founder and Creative Director Bryan Yates presented this item and answered questions from the Board.

The Board thanked Mr. Yates for successfully implementing an event that attracts visitors who want to stay, eat, and entertain themselves in the north county and Atascadero in particular. The Board expressed a desire for the Bovine Classic to include more Atascadero-specific destinations at their next event and to make sure the Board is recouping sponsorship costs in lodging occupancy and entertainment dollars spent. Mr. Yates stated that the Bovine Classic would like to see a continued buildup of the rural cycling infrastructure throughout the north county, and that a bike path connecting the northern part of Atascadero with Templeton would be enormously beneficial in attracting other similar cycling events.

### **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 Sohi and seconded by Board Member O'Malley to sponsor the 2023 Bovine Classic with \$10,000.  
*Motion passed 5:0 by a roll call vote.***

## **3. Assignment of Responsibilities of Ad Hoc Committee for 2023-2025 City Budget Cycle**

- Recommendation: ATBID Board:
  1. Confirm appointment of Board Members O'Malley and Sohi to the Ad Hoc Committee representing ATBID during the 2023-2025 City budget cycle.
  2. Provide direction to Ad Hoc Committee that defines their meeting details, responsibilities, and scope of work.
  3. Direct Ad Hoc Committee to report back to ATBID Board upon conclusion of the 2023-2025 City budget cycle. [City]
- Fiscal impact: None.

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

The Board reaffirmed its intention of involvement with the City budget cycle, and agreed that the participation of an ATBID Ad Hoc Committee would assuage any questions or concerns about how ATBID funds are allocated via the City budget cycle. Deputy City Manager Banish and Deputy City Clerk James reiterated that ATBID funds are inaccessible to the rest of the

City, that these funds cannot be reallocated to any other department, and that the ATBID Board's participation in the City budget cycle will continue to elucidate these facts.

**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 Alexander and seconded by Vice Chairperson Ketchum to:

1. Confirm appointment of Board Members O'Malley and Sohi to the Ad Hoc Committee representing ATBID during the 2023-2025 City budget cycle; and
2. Direct the Ad Hoc Committee to meet and determine their questions, concerns, and priorities prior and immediately following the budget cycle; and
3. Compile a report for the ATBID Board upon conclusion of the budget cycle.

***Motion passed 5:0 by a roll call vote.***

**4. Short-term Rental Compliance Check-in**

- Recommendation: ATBID Board receive and file the short-term rental compliance update. [City]
- Fiscal Impact: None.

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

The Board and City staff agree that compliance enforcement for short-term rentals is often non-cost-effective and uses more staff resources than what is lost in tax revenue. Still, the Board and the City are committed to ensuring short-term rentals are compliant with business license registration, transient occupancy tax collection, and ATBID priorities.

**PUBLIC COMMENT:**

***Chairperson Harden opened public comment.***

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

***Chairperson Harden closed public comment.***

***The Short-Term Rental Compliance Check-in was received and filed.***

**5. 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)

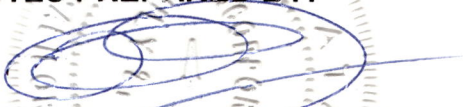
1. Next quarterly marketing report by Verdin Marketing. (January)
2. New event sponsorship opportunity presentation by City. (January)
3. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (January)
4. Atascadero Fall Fest recap. (January)

**F. ADJOURNMENT**

Board Member O'Malley left the meeting at 4:29 P.M.

Chairperson Harden adjourned the meeting at 4:30 P.M.

**MINUTES PREPARED BY:**

  
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Dillon Dean James  
Deputy City Clerk

**APPROVED:** January 18, 2023