



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, January 18, 2023 at 2:30 P.M.

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

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.

PRESENTATION:

- **Update regarding storm damage, recovery, and City events**
Deputy City Manager Terrie Banish

A. CONSENT CALENDAR:

1. **ATBID Board Draft Action Minutes – November 16, 2022**
 - Recommendation: ATBID Board approve the Draft Action Minutes of the November 16, 2022 meeting. [City Staff]
2. **ATBID Board 2023 Meeting Schedule**
 - Recommendation: ATBID Board approve the proposed meeting schedule for the 2023 calendar year. [City]

B. BUSINESS ITEMS:

1. **Garagiste Festival Event Recap 2022 & Event Sponsorship Renewal 2023**
 - Recommendation: ATBID Board:
 1. Receive and file recap of marketing results from the November 2022 Garagiste Festival.

2. Provide staff direction on the sponsorship renewal request for the November 2023 Garagiste Festival. [Garagiste]
- Fiscal Impact: Up to \$7,500.

2. Atascadero Fall Festival Event Recap 2022 & Event Sponsorship Renewal 2023

- Recommendation: ATBID Board:
 1. Receive and file recap of marketing results from the November 2022 Atascadero Fall Festival.
 2. Provide staff direction on the sponsorship renewal request for the November 2023 Fall Festival. [City/En Fuego Events]
- Fiscal Impact: Up to \$20,000.

3. Quarterly Marketing Report

- Recommendation: ATBID Board receive and file Verdin Marketing's quarterly marketing report for Q2 2022. [Verdin]
- Fiscal Impact: None.

4. Budget Overview and Monthly Report

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

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:

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

1. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (February)
2. Ad Hoc Committee Budget Update (March/ April)
3. Visit SLO CAL TMD Board Appointment for Atascadero (May).
4. New event sponsorship opportunity presentation by City. (June)

F. ADJOURNMENT