



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AMENDED AGENDA

Wednesday, March 15, 2023 at 2:30 P.M.

**Atascadero City Hall - 6500 Palma Avenue, Room 306
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:

- **General Plan and Downtown Infrastructure Enhancement Project Update**
Deputy Director of Economic & Community Development, Loreli Cappel

A. CONSENT CALENDAR:

1. **ATBID Board Draft Action Minutes – February 15, 2023**
 - Recommendation: ATBID Board approve the Draft Action Minutes of the February 15, 2023 meeting. [City Staff]

B. BUSINESS ITEMS:

1. **Mission College Preparatory Catholic High School Job Fair Opportunity**
 - Recommendation: ATBID Board review and provide staff direction regarding Visit Atascadero's opportunity for a booth at Mission College Preparatory Catholic High School's March 2023 job fair. [City]
 - Fiscal Impact: None.

2. California Mid-State Fair Sponsorship Opportunities

- Recommendation: ATBID Board review and provide staff direction on the 2023 California Mid-State Fair shared sponsorship opportunity with the City. [City]
- Fiscal Impact: Up to \$3,750

3. Budget Ad Hoc Committee Update for 2023-2025 Budget Preparation

- Recommendation: ATBID Board review and provide staff direction from the Budget Ad Hoc Committee Update for the 2023-2025 budget worksheet. [ATBID Ad Hoc Committee/City Staff]
- 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. ATBID Marketing Update. [Verdin Marketing]
3. City Business and Administrative Update. [City Manager's Office]
4. *Lodging Business Owner Nomination Meeting for ATBID Board Member Positions:* March 22, 2023 at 2:30 pm at Bridgeworks, 6907 El Camino Real, Suite A.

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. (TBD)
2. Central Coast Cider Festival Event Support Request. (April)
3. Atascadero Lakeside Wine Festival Event Support Request. (April)
4. Marketing Plan & Quarterly Marketing Report. (April)
5. Visit SLO CAL TMD Board Appointment for Atascadero. (May)
6. 2023-2024 ATBID Annual Assessment. (April/ May)
7. Marketing Services Contract Renewal. (May)

F. ADJOURNMENT