



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, April 19, 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.

A. CONSENT CALENDAR:

1. ATBID Board Draft Action Minutes – March 15, 2023

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

B. BUSINESS ITEMS:

1. Central Coast Craft Beer Festival Event Recap 2023 and Event Sponsorship Request 2024

- Recommendation: ATBID Board:
 1. Receive recap of marketing results of the March 25, 2023 Central Coast Craft Beer Festival; and
 2. Provide staff direction on sponsorship request for the March 2023 Central Coast Craft Beer Festival. [En Fuego Events]
- Fiscal Impact: Up to \$10,000

2. Central Coast Cider Festival Event Sponsorship Request

- Recommendation: ATBID Board review and provide staff direction on the 2023 Central Coast Cider Festival Event Sponsorship request. [Central Coast Cider Association]
- Fiscal Impact: Up to \$10,000

3. Mission Prep March 2023 Job Fair Recap and Discussion of Future ATBID Job Fair Involvement

- Recommendation: ATBID Board:
 1. Receive and file recap of ATBID's presence at the Mission Prep March 2023 job fair; and
 2. Discuss and provide direction regarding future ATBID involvement in job fairs throughout the County of San Luis Obispo. [ATBID]
- Fiscal Impact: None.

4. ATBID Board Amended 2023 Meeting Schedule

- Recommendation: ATBID Board approve the proposed amended ATBID Board meeting schedule for the remainder of meetings in calendar year 2023. [City]
- Fiscal Impact: None.

5. ATBID Event Sponsorship Application Blackout Dates

- Recommendation: ATBID Board review, discuss, and provide staff direction to add blackout dates to the Event Sponsorship Application. [City]
- Fiscal Impact: None.

6. Budget Overview and Monthly Report

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

C. UPDATES:

1. Visit SLO CAL Board and Marketing Committee updates. [Visit SLO CAL/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. (TBD)
2. Atascadero Lakeside Wine Festival Event Support Request. (May)
3. Marketing Plan & Quarterly Marketing Report. (May)
4. Visit SLO CAL TMD Board Appointment for Atascadero. (May)
5. 2023-2024 ATBID Annual Assessment. (May)
6. Marketing Services Contract Renewal. (May)
7. All Things Google Training (June).

F. ADJOURNMENT