



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, May 17, 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 – April 19, 2023**
 - Recommendation: ATBID Board approve the Draft Action Minutes of the April 19, 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 23, 2024 Central Coast Craft Beer Festival. [En Fuego Events]
 - Fiscal Impact: Up to \$10,000

2. Quarterly Marketing Report

- Recommendation: ATBID Board receive and file the detailed Quarter 3 Marketing Report from Verdin Marketing. [Verdin]
- Fiscal Impact: None.

3. Marketing Services Contract Renewal

- Recommendation: ATBID Board:
 1. Review proposed Marketing Scope of Work; and
 2. Provide staff direction regarding the one-year contract extension (3 out of 4 one-year extensions) for Verdin Marketing Services in the 2023/2024 fiscal year. [Verdin]
- Fiscal Impact: \$220,000

4. ATBID Annual Assessment 2023-2024

- Recommendation: ATBID Board receive and file the 2023-2024 Annual Assessment for Visit Atascadero. [City]
- Fiscal Impact: None.

5. 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. All Things Google Training. (June)
3. Marketing Plan Presentation 2023-2024 (August)

F. ADJOURNMENT