



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

MINUTES

Wednesday, September 21, 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 2:35 P.M.

ROLL CALL:

Present: Chairperson Harden, Vice Chairperson Ketchum, Board Member Alexander, and Board Member Sohi

Absent: Board Member O'Malley

Staff Present: Deputy City Manager Terrie Banish, Administrative Services Director Jeri Rangel, Deputy Director of Economic and Community Development Loreli Cappel, Deputy City Clerk Dillon James, and Marketing Consultant Ashlee Akers

APPROVAL OF AGENDA:

MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve the agenda.
Motion passed 4:0 by a roll call vote. (O'Malley absent)

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: Karen McNamara and Gabrielle Romo of the Atascadero Printery Foundation, raising awareness of a fundraiser on November 13, 2022.

Chairperson Harden closed the Public Comment period.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – August 17, 2022

- Recommendation: ATBID Board approve the Draft Action Minutes of the August 17, 2022 meeting. [City Staff]

MOTION: By Board Member Alexander and seconded by Vice Chairperson Ketchum to approve the consent calendar.
Motion passed 4:0 by a roll call vote. (O'Malley absent)

B. BUSINESS ITEMS:

1. Spaceport Presentation

- Recommendation: ATBID Board receive and file the presentation regarding the planned development of a spaceport in the City of El Paso de Robles. [City of El Paso de Robles]
- Fiscal impact: None.

Deputy Director of Economic and Community Development Loreli Cappel and City of El Paso de Robles Economic Development Manager Paul Sloan presented this item and answered questions from the Board.

The Board expressed interest in furthering Paso Robles' pursuit of a spaceport, particularly the academic, commercial, and financial opportunities that will naturally follow a world-class spaceport in North County. The Board encouraged further economic research on this item.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

The Spaceport Presentation was received and filed.

2. Ad Hoc Committee for Budget Cycle, Emergency Contingency and Reserves Update

- Recommendation: ATBID Board provide staff direction regarding possible assignment of an ad hoc committee for the upcoming budget cycle, contingency funds for emergencies, and clarification on financial reserves. [City]
- Fiscal impact: None.

Deputy City Manager Terrie Banish and Administrative Services Director Jeri Rangel presented this item and answered questions from the Board.

City staff reminded the Board that all funds budgeted for ATBID solely belong to ATBID and cannot be moved into any other account for any other purpose. Staff clarified "emergency contingency" as a desired separate line item to indicate an emergency fund, whereas

ATBID's "reserves" refer to unspent funds allocated in the previous budget cycle. With these facts in mind, the ATBID Board moved to create an ad hoc committee for the upcoming budget cycle.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Ashlee Akers.

Chairperson Harden closed public comment.

MOTION: By Board Member Alexander and seconded by Vice Chairperson Ketchum to:

1. Create an ad hoc committee for the 2022-2023 budget cycle; and
2. Appoint Board Members O'Malley and Sohi as ad hoc committee members; and
3. Further discuss this committee's action timeline and duties at a future ATBID meeting

Motion passed 4:0 by a roll call vote. (O'Malley absent)

3. Budget Overview & Monthly Report

- Recommendation: ATBID Board receive and file the Budget Overview and Monthly Report. [City/Verdin]
- Fiscal Impact: None.

Deputy City Manager Terrie Banish and Marketing Consultant Ashlee Akers 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 & 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]
3. Hipcamp TOT compliance. [City]

D. BOARD MEMBER COMMENTS: None.

Vice Chairperson Ketchum left the meeting at 4:16 P.M.

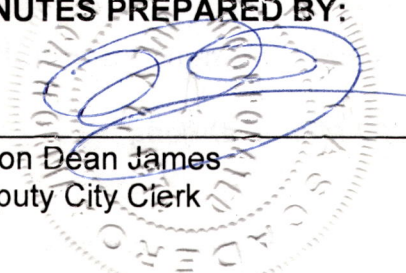
E. FUTURE AGENDA ITEMS: (This section is set aside for open discussion on future agenda items)

4. Quarterly check in on HdL STR Compliance program. (October)
5. Event sponsorship letter/mailing to solicit for future events, e.g., Cider Festival, Wine Speak, etc. (October)
6. New event sponsorship opportunities presentation by City. (October)
7. Atascadero Printery Foundation presentation. (October)
8. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (November)

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 4:19 P.M.

MINUTES PREPARED BY:



Dillon Dean James
Deputy City Clerk

APPROVED: October 19, 2022.