



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

MINUTES

Wednesday, March 16, 2022 at 2:30 P.M.

Video Conference:

<https://us02web.zoom.us/j/85892017864?pwd=cG5XL2kzUzhIRjZQMEhuZmhCczBCUT09>

Meeting ID: 858 9201 7864

Passcode: 337037

CALL TO ORDER:

Chairperson Harden called the meeting to order at 2:31 p.m.

ROLL CALL:

Present: **By Teleconference** - Chairperson Harden, Vice Chairperson Ketchum and Board Members Alexander, O'Malley and Sohi

Absent: None

Staff Present: **By Teleconference** - Deputy City Manager/Outreach Promotions Terrie Banish, Marketing Consultant Ashlee Akers, City Manager Rachelle Rickard, Administrative Services Director Jeri Rangel and Deputy City Clerk Amanda Muther

APPROVAL OF AGENDA:

MOTION: By Board Member O'Malley and seconded by Vice Chairperson Ketchum to approve the agenda.
Motion passed 5:0 by a roll call vote.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens spoke by telephone or through the webinar on this item: None.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – February 16, 2022

- Recommendation: ATBID Board approve the February 16, 2022 Draft ATBID Regular Meeting Minutes. [City Staff]

**MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve the consent calendar.
*Motion passed 5:0 by a roll call vote.***

B. BUSINESS ITEMS

1. Ad Hoc Committee Report for TOT Collection Software Billing & Short-Term Rental Platform Review

- Recommendations: ATBID Board:
 1. Receive report from Ad Hoc Committee about the TOT Collection Software costs program comparison along with a recap of the Short-term Rental Platform.
 2. Discuss and provide staff direction or direct the Committee to explore further.
[City Staff]
- Fiscal Impact:
 - If the ATBID is interested in moving to monthly TOT collection, it's estimated that the ATBID will incur \$10,000-\$20,000 in costs annually per the current number of short-term rentals.
 - If the ATBID desires to continue to have a Short-Term Rental compliance program, the cost will vary depending on the compliance program selected: \$3,000 annually with Host Compliance/ Granicus or \$90 per property with the current HdL software platform.

Deputy City Manager Banish, Chairperson Harden & Board Member Sohi gave the presentation and answered questions from the Board.

PUBLIC COMMENT:

The following citizens spoke by telephone or through the webinar on this item: None.

Chairperson Harden closed the Public Comment period.

MOTION: By Board Member O'Malley and seconded by Board Member Sohi to:

1. **Accept the City taking over the HdL payments, at the amount for quarterly, and should the Board wish to entertain going to monthly it will be discussed down the road, and;**
2. **To not renew Host Compliance going forward.**

Motion passed 5:0 by a roll call vote.

Following the Board's decision not to renew Host Compliance services, there was a brief discussion on whether to implement the HdL services available to monitor vacation rentals. The Board expressed that they were not interested in pursuing such service at this time and Deputy City Manager Banish advised she would check in with the Board on the compliance topic quarterly.

2. Budget Overview & Monthly Report

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

Deputy City Manager Banish & Administrative Services Director Rangel gave the presentation and answered questions from the Board.

PUBLIC COMMENT:

The following citizens spoke by telephone or through the webinar on this item: None.

Chairperson Harden closed the Public Comment period.

The Budget Overview and Monthly Report was received and filed.

3. Garagiste Festival Event Recap 2021 & Event Sponsorship Renewal 2022

- Recommendations: ATBID Board:
 1. Receive recap of the marketing results of the November 12th Garagiste Festival and new special event request for November 2022.
 2. Provide staff direction on the sponsorship request for the November 2022 Garagiste Festival event. [Garagiste]
- Fiscal Impact: Up to \$10,000.

Stewart Clennan, with the Garagiste Festival, gave the presentation and answered questions from the Board.

PUBLIC COMMENT:

The following citizens spoke by telephone or through the webinar on this item: None.

Chairperson Harden closed the Public Comment period.

**MOTION: By Board Member O'Malley and seconded by Board Member Alexander to fund [Garagiste Festival] at \$7,500.
*Motion passed 5:0 by a roll call vote.***

C. UPDATES

1. Visit SLO CAL Updates – Camille Silvera provided updates from the Marketing Committee Retreat on the House of Brands revised phases and media trends. Marketing Consultant Akers also spoke briefly on the Marketing Committee meeting.
2. Marketing Update – Marketing Consultant Akers advised Verdin would provide a quarterly report in April.
3. City Business & Administrative Update – Deputy City Manager Banish provided an update on the Spartan booth, At Her Table, and the Central Coast Beer Festival. She also provided an update on the City's contribution to the costs of her attendance at IPW and the upcoming Lodging Owners Meeting.

D. BOARD MEMBER COMMENTS – None.

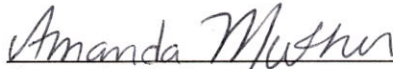
E. FUTURE AGENDA ITEMS

1. Political/Action Topics Presentation by Mayor Moreno and/or County Supervisor.
2. Space Port presentation by Mayor Martin & Mayor Moreno.
3. California Mid-State Fair sponsorship proposal.
4. Atascadero Wine Festival Event Sponsorship Part 2: marketing proposal.
5. Guest experience vs. events with the recent increase in TOT.
6. Itemized budget item discussion for reserves.
7. Elks Lodge RV regarding TOT.
8. Quarterly check in on HdL STR compliance program beginning July 1.

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 4:22 p.m.

MINUTES PREPARED BY:



Amanda Muther
Deputy City Clerk

APPROVED: April 20, 2022