

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



MINUTES

Wednesday, April 20, 2022 at 2:30 P.M.

Video Conference:

<https://us02web.zoom.us/j/87614155013?pwd=TEpneE5JMINzbis1cWdVL0JNc3kvdz09>

Meeting ID: 876 1415 5013

Passcode: 726091

CALL TO ORDER:

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

ROLL CALL:

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

Absent: Board Member Sohi and Vice Chairperson Ketchum

Staff Present: **By Teleconference** - Deputy City Manager/Outreach Promotions Terrie Banish, Marketing Consultant Ashlee Akers, Deputy City Clerk Dillon James and Deputy City Clerk Amanda Muther

APPROVAL OF AGENDA:

MOTION: By Board Member Alexander and seconded by Board Member O'Malley to approve the agenda.

Motion passed 3:0 by a roll call vote. (Ketchum & Sohi absent)

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 – March 16, 2022

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

MOTION: By Board Member O'Malley and seconded by Board Member Alexander to approve the consent calendar.
Motion passed 3:0 by a roll call vote. (Ketchum & Sohi absent)

B. BUSINESS ITEMS

1. Mid-State Fair Sponsorship Opportunities

- Recommendation: ATBID Board review and provide staff direction on 2022 Mid-State Fair Sponsorship Opportunity. [City]
- Fiscal Impact (GL 2801): Up to \$3,750.

Tom Keffury gave the presentation and answered questions from the Board. Deputy City Manager Banish also spoke on this item 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.

Deputy City Manager Banish clarified that the City would like to split the sponsorship for this item. The City and TBID would each pay \$3,750 to meet the full sponsorship request of \$7,500. Twelve single day admissions tickets, 2 season photo passes and 750 VIP passes would go to the TBID for Verdin to use in promoting out of the area through VisitAtascadero.com. TBID would receive all of the hospitality package with a promotion to be coordinated with Tom Keffury. The sponsorship would include a promotion and signage for the Apple Pie Contest, and name ownership of the California Craft Spirits Competition with extra logo exposure.

MOTION: By Board Member O'Malley and seconded by Board Member Alexander to adopt staff's recommendation.
Motion passed 3:0 by a roll call vote. (Ketchum & Sohi absent)

2. Atascadero Lakeside Wine Festival 2022 Sponsorship Marketing Request

- Recommendations: ATBID Board review and provide staff direction on second part of the Atascadero Lakeside Wine Festival Sponsorship Request for 2022. [Atascadero Chamber]
- Fiscal Impact: \$3,000.

Deputy City Manager Banish 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 Board reviewed this item and took no action.

In the interest of addressing Item B-4, before Board Member O'Malley had to leave the meeting and quorum was lost, Item B-4 was taken before Item B-3.

4. In-Person Meetings

- Recommendation: ATBID Board discuss and provide staff direction on option of in-person meetings or to continue virtual meetings starting May 2022. [City]
- Fiscal Impact: None.

Deputy City Manager Banish 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 go to in-person meetings at City Hall, and have further research on whether we can do hybrid in the future that can be a future discussion.

Motion passed 3:0 by a roll call vote. (Ketchum & Sohi absent)

3. Central Coast Craft Beer Festival Event Recap 2022 & Event Sponsorship Renewal 2023

- Recommendations: ATBID Board:
 1. Receive recap of marketing results of the March 26, 2022 Central Coast Craft Beer Festival.
 2. Provide staff direction on sponsorship request for the March 2023 Central Coast Craft Beer Festival. [Central Coast Brewers Consortium]
- Fiscal Impact: Up to \$5,000.

Deputy City Manager Banish 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 Alexander and seconded by Board Member O'Malley to go ahead with a sponsorship of \$5,000.

Motion passed 3:0 by a roll call vote. (Ketchum & Sohi absent)

ADJOURNMENT

Following the motion for the Central Coast Craft Beer Festival, Board Member O'Malley advised he needed leave the meeting. The meeting was adjourned at 3:11 pm due to a lack of quorum.

The following agendized items were not discussed.

5. Marketing Plan Summary & Detailed Quarterly Marketing Report

- Recommendation: ATBID Board receive and file Marketing Plan Summary and detailed Quarterly Marketing Report. [Verdin]
- Fiscal Impact: None.

6. Budget Overview & Monthly Report

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

C. UPDATES


1. Visit SLO CAL Updates (Note: Marketing Committee meets every other month, next meeting in May) – Camille Silvera
2. City Business & Administrative Update – City Manager's Office

D. BOARD MEMBER COMMENTS – None.

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

1. Results of Lodging Owners meeting for upcoming board terms (May).
2. Notice 2022-2023 Visit Atascadero Annual Report and Budget (May).
3. Destination Marketing Services contract renewal (May).
4. Guest experience vs. events with the recent increase in TOT.
5. Itemized budget item discussion for reserves.
6. Elks Lodge RV regarding TOT.
7. Quarterly check in on HdL STR compliance program beginning July 1.
8. Political/action topics presentation by Mayor Moreno and/or County Supervisor.
9. Space Port presentation by Mayor Martin & Mayor Moreno.

MINUTES PREPARED BY:



Dillor, James
Deputy City Clerk

APPROVED: May 18, 2022.