

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



MINUTES

Wednesday, May 18, 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 2:33 p.m.

ROLL CALL:

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

Absent: Board Member O'Malley and Board Member Sohi

Staff Present: Deputy City Manager/Outreach Promotions Terrie Banish, Marketing Consultant Ashlee Akers, Deputy City Clerk Dillon James

APPROVAL OF AGENDA:

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

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – April 20, 2022

- Recommendation: ATBID Board approve the April 20, 2022 Draft ATBID Regular Meeting Minutes. [City Staff]

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

B. BUSINESS ITEMS:

Because of technical difficulties with the marketing presentation, the Board moved to item B-3 & B-4 before B-1 & B-2.

3. Budget Overview & Monthly Report

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

Deputy City Manager Banish and Marketing Consultant Ashlee Akers 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 & Monthly Report were received and filed.

Due to continuing technical difficulties the Board continued on to Item B-4.

4. 2022-2023 ATBID Annual Assessment

- Recommendations: ATBID Board receive and file the 2022-2023 Annual Assessment for Visit Atascadero. [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.

The 2022-2023 ATBID Annual Assessment was received and filed.

1. 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.

Marketing Consultant Ashlee Akers gave the presentation and answered questions from the Board.

PUBLIC COMMENT:

The following citizens provided public comment on this item: Sid Bowen.

Chairperson Harden closed the Public Comment period.

Marketing Consultant Ashlee Akers clarified that, while Verdin is marketing the City in specific media markets throughout the State, they are not further targeting this marketing to

Atascadero TBID

May 18, 2022

Page 2 of 4

focus on certain demographic groups to the exclusion of others, a concern that was expressed during public comment.

The Marketing Plan Summary and Quarterly Marketing Report Update were received and filed.

2. Marketing Services Contract Renewal

- Recommendation: Review proposed marketing plan and provide staff direction for the one-year contract extension (2 out of 4 one-year extensions) of the Verdin Marketing Services for the 2022/2023 fiscal year. [Verdin]
- Fiscal Impact: \$206,000.

Marketing Consultant Ashlee Akers gave the presentation and answered questions from the Board.

PUBLIC COMMENT:

The following citizens provided public comment on this item: Sid Bowen

Chairperson Harden closed the Public Comment period.

MOTION: By Board Member Alexander and seconded by Vice Chairperson Ketchum to approve the one-year contract extension for Verdin Marketing Services for \$206,000.
Motion passed 3:0 by a roll call vote. (O'Malley & Sohi absent)

C. UPDATES

1. Visit SLO CAL Updates (Note: Marketing Committee meets every other month, next meeting in May) – Melissa Murray reported that web based, customer service training will be available this summer, called “SLO CAL Welcome” & Destination Management information available in August.
2. Marketing Update – Verdin Marketing – report was done under Update #1, this item will be eliminated on future agendas since included under Visit SLO CAL updates.
3. City Business & Administrative Update – City Manager’s Office. Banish reported TBID Board Term renewals will be brought to City Council on May 24; TBID Annual Assessment will be a consent item for City Council meeting on 5.24 and will go to a Public Hearing on 6.14.22.

D. BOARD MEMBER COMMENTS – None.

E. FUTURE AGENDA ITEMS:


1. Atascadero Equity Mural Project & Mural Trail Map update (June).
2. Political/action topics presentation by the Mayor and/or County Supervisor.
3. Space Port presentation by Mayor Martin & Mayor Moreno.
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. Brand refresh for June.
9. Chairperson & Vice Chairperson elected at June meeting for 2022/23.

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 3:58pm.

MINUTES PREPARED BY:



Dillon James
Deputy City Clerk

APPROVED: June 15, 2022.