



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, June 15, 2022 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 Draft Action Minutes – May 18, 2022**
 - Recommendation:** ATBID Board approve the May 18, 2022 Draft ATBID Regular Meeting Minutes. [City Staff]

B. BUSINESS ITEMS:

- 1. Election of Chairperson and Vice Chairperson for the ATBID Advisory Board for 2022/2023**
 - Recommendation:** ATBID Board elect one member to serve as Chairperson and one member to serve as Vice Chairperson for the ATBID Advisory Board for the 22/23 Fiscal Year Term.
 - Fiscal impact:** None.
- 2. Atascadero Equity Mural Project Update & Sponsorship Request**
 - Recommendation:** Review current mural project and provide staff direction regarding an additional mural sponsorship in Downtown Atascadero.
 - Fiscal impact:** \$5,000

3. VisitAtascadero.com Brand Refresh Presentation

- Recommendation: ATBID Board discuss and provide staff direction from the Brand Refresh discussion for Visit Atascadero. [Verdin]
- Fiscal Impact: None.

4. 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 Recap from June IPW conference – Visit SLO CAL/ Verdin/ City Manager’s Office
2. City Business & 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 the Mayor and/or County Supervisor.
2. Space Port Presentation by Mayor Martin & Mayor Moreno.
3. Guest Experience vs. Events with the recent increase in TOT.
4. Itemized budget item discussion for reserves.
5. Elks Lodge RV regarding TOT.
6. Quarterly check in on HdL STR Compliance program beginning July 1

F. ADJOURNMENT