



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, October 19, 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.

PRESENTATIONS:

- 1. Atascadero Economic Development Update**

1. CONSENT CALENDAR:

- 1. ATBID Draft Action Minutes – September 21, 2022**

- Recommendation: ATBID Board approve the Draft Action Minutes of the September 21, 2022 meeting. [City Staff]

2. BUSINESS ITEMS:

- 1. SLO CAL Resident Tourism Sentiment Research Study**

- Recommendation: ATBID Board discuss and provide staff direction regarding potential ATBID sponsorship of Atascadero residents' participation in a 1,500-respondent survey of local sentiments about tourism, commissioned by the Visit SLO CAL Tourism Marketing District in partnership with Destination Analysts. [City/SLO CAL]
- Fiscal Impact: \$6,800

2. Event Sponsorship Review

- Recommendation: ATBID Board review, discuss and provide staff direction to update the current Event Sponsorship program and provide direction on an event solicitation mailing along with a possible deadline for consideration for new and renewing events. [ATBID/City]
- Fiscal Impact: None.

3. Quarterly Marketing Report

- Recommendation: ATBID Board receive and file Verdin's quarterly marketing report for Q1 2022. [Verdin]
- Fiscal Impact: None.

4. Budget Overview and Monthly Report

- Recommendation: ATBID Board receive and file the budget overview and monthly report. [City/Verdin]
- Fiscal Impact: None.

3. 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 Manager's Office]

4. BOARD MEMBER COMMENTS:

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

1. Budget ad hoc assignment for the upcoming 2023-2025 budget cycle, including the contingency fund amount for emergencies. (November)
2. Quarterly check in on HdL STR compliance program. (November)
3. Bovine Classic event recap. (November)
4. Next quarterly marketing report by Verdin Marketing. (January)
5. New event sponsorship opportunity presentation by City. (January)
6. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (January)
7. Atascadero Fall Fest recap. (January)

F. ADJOURNMENT