



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, November 16, 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 – October 19, 2022

- Recommendation: ATBID Board approve the Draft Action Minutes of the October 19, 2022 meeting. [City Staff]

B. BUSINESS ITEMS:

1. Atascadero Printery Foundation Performing Arts Marketing Presentation

- Recommendation: ATBID Board review, discuss, and provide staff direction to sponsor the Atascadero Printery Foundation's marketing efforts for upcoming events. [Printery Foundation]
- Fiscal Impact: Up to \$5,000.

2. 2022 Bovine Classic Event Recap & Event Sponsorship Renewal 2023

- Recommendation: ATBID Board:
 1. Receive and file recap of marketing results of the November 5, 2022 Bovine Classic.

2. Provide staff direction on sponsorship request for the October 28, 2023 Bovine Classic. [Bovine Classic]
- Fiscal Impact: Up to \$10,000.

3. Assignment of Responsibilities for Ad Hoc Committee for 2023-2025 City Budget Cycle

- Recommendation: ATBID Board:
 1. Confirm appointment of Board Members O'Malley and Sohi to the Ad Hoc Committee representing ATBID during the 2023-2025 City budget cycle.
 2. Provide direction to Ad Hoc Committee that defines their meeting details, responsibilities, and scope of work.
 3. Direct Ad Hoc Committee to report back to ATBID Board upon conclusion of the 2023-2025 City budget cycle. [City]
- Fiscal Impact: None.

4. Short-Term Rental Compliance Check-in

- Recommendation: ATBID Board receive and file Short-Term Rental Compliance update. [City]
- Fiscal Impact: None.

5. Budget Overview and Monthly Report

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

C. 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]

D. BOARD MEMBER COMMENTS:

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

1. Next quarterly marketing report by Verdin Marketing. (January)
2. New event sponsorship opportunity presentation by City. (January)
3. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (January)
4. Atascadero Fall Fest recap. (January)

F. ADJOURNMENT