



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, February 15, 2023 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.

1. CONSENT CALENDAR:

1. ATBID Board Draft Action Minutes – January 18, 2023

- Recommendation: ATBID Board approve the Draft Action Minutes of the January 18, 2023 meeting. [City Staff]

2. BUSINESS ITEMS:

1. 2023-2025 Budget Preparation

- Recommendation: ATBID Board receive and file 2023-2025 Budget process and timeline for the TBID 2023-2025 Budget. [City Staff]
- Fiscal Impact: None.

2. Central Coast Craft Beer Festival Update

- Recommendation: ATBID Board receive and file Central Coast Brewers Consortium's event update for March 25, 2023. [Central Coast Brewers Consortium]
- Fiscal Impact: None.

3. Visit SLO CAL Pinterest Co-op Opportunity

- Recommendation: ATBID Board to review and provide direction on the Visit SLO CAL Co-op opportunity for Pinterest. [Verdin Marketing]
- Fiscal Impact: Up to \$15,000.

4. Budget Overview and Monthly Report

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

5. IPW 2023 Participation and Delegation

- Recommendation: ATBID Board review and provide staff direction regarding possible participation in the 2023 IPW by sending a delegation to the conference.
- Fiscal Impact: Up to \$8,000.

3. UPDATES:

1. Visit SLO CAL Board and Marketing Committee updates. [Visit SLO CAL/Verdin/City Manager's Office]
2. ATBID Marketing Update. [Verdin Marketing]
3. 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. Ad Hoc Committee Budget Update. (March)
2. California Mid-State Fair Sponsorship Proposal. (March)
3. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (April)
4. Quarterly Marketing Report. (April)
5. Visit SLO CAL TMD Board Appointment for Atascadero (May).
6. 2023-2024 ATBID Annual Assessment. (May)
7. Marketing Services Contract Renewal. (May)
8. New event sponsorship opportunity presentation by City. (August)

F. ADJOURNMENT