

SPECIAL MEETING ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

**Wednesday, July 19, 2023
2:30 P.M.**

**Atascadero City Hall, Club Room, Fourth Floor
6500 Palma Avenue, Atascadero, California**

AGENDA

CALL TO ORDER:

ROLL CALL: Chairperson Patricia Harden, SpringHill Suites by Marriott
Vice Chairperson Corina Ketchum, Home2 Suites by Hilton
Board Member Deana Alexander, The Carlton Hotel
Board Member, Tom O'Malley, Portola Inn
Board Member Amar Sohi, Holiday Inn Express & 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 Board Draft Action Minutes – May 17, 2023**
 - Recommendation: ATBID Board approve the Draft Action Minutes of the May 17, 2023 meeting. [City Staff]

B. BUSINESS ITEMS:

1. **Election of Chairperson and Vice Chairperson for the Atascadero Tourism Business Improvement District (ATBID) Advisory Board for the 2023-2024 Fiscal Year Term**
 - 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 2023-2024 fiscal year term. [City]
 - Fiscal Impact: None.

2. Inclusion of Santa Margarita on Visit Atascadero Website

- Recommendation: ATBID Board discuss and provide staff direction for inclusion of all Santa Margarita attractions, restaurants, wineries, etc. on the Visit Atascadero website. [City/Verdin]
- Fiscal Impact: Up to \$2,000.

3. At Her Table Street Festival Sponsorship Request for 2024 Event

- Recommendation: ATBID Board discuss and provide staff direction on sponsorship request for the At Her Table Street Festival, March 10, 2024 in Downtown Atascadero. [Enjoy SLO]
- Fiscal Impact: Up to \$7,500

4. Spartan Race Visit SLO CAL Co-op Sponsorship Renewal for 2023 Event

- Recommendation: ATBID Board provide staff direction on sponsorship renewal for the Spartan Race Visit SLO CAL Co-op, November 3-5, 2023 in Santa Margarita. [City]
- Fiscal Impact: Up to \$5,000

5. Visit SLO CAL Resident Sentiment Study Results for Atascadero

- Recommendation: ATBID Board receive and file the Visit SLO CAL Resident Sentiment Study results for Atascadero. [City]
- Fiscal Impact: None.

6. ATBID 2023-2025 Budget Approval

- Recommendation: ATBID Board receive and file the 2023-2025 approved budget for Visit Atascadero. [City]
- Fiscal Impact: None.

7. Budget Overview and Monthly Report

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

C. UPDATES:

1. Visit SLO CAL Board and Marketing Committee updates. [Visit SLO CAL/Marketing Committee liaisons]
2. Marketing Update [Verdin Marketing]
3. 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. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (TBD)
2. All Things Google Training. (TBD)
3. Marketing Plan Presentation 2023-2024. (August)
4. RFP Discussion for upgrades to Visit Atascadero website. (August)
5. Forecasting & Trends discussion. (August)

