



**CITY OF ATASCADERO**  
**ADVISORY BOARD FOR THE ATASCADERO TOURISM**  
**BUSINESS IMPROVEMENT DISTRICT**  
**SPECIAL MEETING AGENDA**

**IN-PERSON MEETING INFORMATION:**

The Advisory Board for the Atascadero Tourism Improvement District (ATBID) Special Meeting will be in-person only and members of the public wanting to participate may attend the meeting.

**HOW TO SUBMIT PUBLIC COMMENT:**

Individuals who wish to provide public comment in-person may attend the ATBID Advisory Board Special Meeting in the Club Room on the Fourth Floor of City Hall, 6500 Palma Avenue, Atascadero, CA 93422.

If you wish to comment but not in-person, please email public comments to [cityclerk@atascadero.org](mailto:cityclerk@atascadero.org). Such email **comments must identify the Agenda Item Number in the subject line of the email**. The comments will be forwarded to the ATBID Advisory Board and made a part of the administrative record. ***To ensure distribution to the ATBID Advisory Board prior to consideration of the agenda, the public is encouraged to submit comments no later than 12:00 p.m. the day of the meeting.*** Those comments, as well as any comments received after that time, but before the close of the item, will be distributed to the ATBID Advisory Board, posted on the City's website, and will be made part of the official public record of the meeting. ***Please note, email comments will not be read into the record.***

**AMERICAN DISABILITY ACT ACCOMMODATIONS:**

Any member of the public who needs accommodations should contact the City Clerk's Office at [cityclerk@atascadero.org](mailto:cityclerk@atascadero.org) or by calling 805-470-3400 at least 48 hours prior to the meeting or time when services are needed. The City will use their best efforts to provide reasonable accommodations to afford as much accessibility as possible while also maintaining public safety in accordance with the City procedure for resolving reasonable accommodation requests.

ATBID agendas and minutes may be viewed on the City's website: [www.atascadero.org/agendas](http://www.atascadero.org/agendas).

Copies of the staff reports or other documentation relating to each item of business referred to on the Agenda are on file in the office of the City Clerk and are available for public inspection on our website, [www.atascadero.org](http://www.atascadero.org). Contracts, Resolutions and Ordinances will be allocated a number once they are approved by the ATBID Advisory Board. The Minutes of this meeting will reflect these numbers. All documents submitted by the public during ATBID Advisory Board meetings that are made a part of the record or referred to in their statement will be noted in the Minutes and available for review by contacting the City Clerk's office. All documents will be available for public inspection by appointment during City Hall business hours.



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# **NOTICE OF SPECIAL MEETING**

**Thursday, August 31, 2023 at 2:30 P.M.**

**Atascadero City Hall - 6500 Palma Avenue, Club Room  
Atascadero, California**

## **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.

## **PRESENTATION:**

1. **Economic Development & Broadband Update**  
Loreli Cappel, Deputy Director of Economic & Community Development

## **A. CONSENT CALENDAR:**

1. **ATBID Board Draft Action Minutes – July 19, 2023**
  - Recommendation: ATBID Advisory Board approve the Draft Action Minutes of the July 19, 2023 Special Meeting. [City Staff]

## **B. BUSINESS ITEMS:**

1. **Discuss Upgrades to the Visit Atascadero Website**
  - Recommendation: ATBID Advisory Board discuss and provide staff direction for upgrades to the Visit Atascadero Website. [City/Verdin]
  - Fiscal Impact: Up to \$25,000 in budgeted funds.
2. **Visit SLO CAL's Strategic Direction 2026**
  - Recommendation: ATBID Advisory Board receive and file Visit SLO CAL's Strategic Direction 2026 presentation. [Visit SLO CAL]

- Fiscal Impact: None.

**3. Visit SLO CAL Co-op Opportunities**

- Recommendation: ATBID Advisory Board review and discuss Visit SLO CAL's Co-op Opportunities 2023-2024. [Visit SLO CAL/Verdin]
- Fiscal Impact: Up to \$17,000.

**4. 2023-2024 Marketing Plan for Visit Atascadero**

- Recommendation: ATBID Advisory Board discuss and provide staff direction for the 2023-2024 Marketing Plan for Visit Atascadero. [Verdin]
- Fiscal Impact: \$220,000 in budgeted funds.

**5. Budget Overview and Monthly Report**

- Recommendation: ATBID Advisory 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. All Things Google Training. (September)
2. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (October)

**F. ADJOURNMENT:**