



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

IN-PERSON MEETING INFORMATION:

The Advisory Board for the Atascadero Tourism Improvement District (ATBID) 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 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. Such email **comments must identify the Agenda Item Number in the subject line of the email**. The comments will be forwarded to the ATBID and made a part of the administrative record. ***To ensure distribution to the ATBID 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, 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 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.

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. Contracts, Resolutions and Ordinances will be allocated a number once they are approved by the ATBID. The Minutes of this meeting will reflect these numbers. All documents submitted by the public during ATBID 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.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, September 27, 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.

A. CONSENT CALENDAR:

1. ATBID Board Draft Action Minutes – August 31, 2023 Special Meeting

- Recommendation: ATBID Advisory Board approve the Draft Action Minutes of the August 31, 2023 Special Meeting. [City Staff]

B. BUSINESS ITEMS:

1. Central Coast Cider Festival Event Recap 2023 and Event Sponsorship Request 2024

- Recommendation: ATBID Advisory Board:
 1. Receive recap of marketing results of the August 12, 2023 Central Coast Cider Festival; and
 2. Provide staff direction on sponsorship request for the August 24, 2024 Central Coast Cider Festival. [Central Coast Cider Association]
- Fiscal Impact: Up to \$7,500

2. All Things Google Training

- Recommendation: ATBID Advisory Board receive and file presentation on search engine optimization, Google Business Listing and reviews and reputation management, along with other Google Best Practices. [Verdin]
- Fiscal Impact: None.

3. Visit Atascadero Partnership Ideas with Travel Paso

- Recommendation: ATBID Advisory Board discuss and provide staff direction on future partnership ideas with Travel Paso. [City]
- Fiscal Impact: None.

4. 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. Website Assessment Analysis and Recommendations. (October/November)
2. Event Update: Atascadero Fall Festival. (October)
3. Political/Action Topics Presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (October)

F. ADJOURNMENT: