



## **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 in-person.

### **HOW TO SUBMIT PUBLIC COMMENT:**

Individuals wishing to provide public comment 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](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. All correspondence will be distributed to the ATBID Advisory Board, posted on the City's website, and be made part of the official public record of the meeting. Please note, email comments will not be read into the record.*** Please be aware that communications sent to the ATBID Advisory Board are public records and are subject to disclosure pursuant to the California Public Records Act and Brown Act unless exempt from disclosure under applicable law. Communications will not be edited for redactions and will be printed as submitted.

### **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 Advisory Board 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 and Resolutions 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.



## **ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT**

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### **AGENDA**

**Wednesday, January 24, 2024, 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, Tom O'Malley, Portola Inn  
Board Member Amar Sohi, Holiday Inn Express & Suites  
Board Member Vacancy

#### **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 – November 15, 2023**
  - Recommendation: ATBID Advisory Board approve the November 15, 2023, Regular Meeting Draft Action Minutes. [City Staff]

#### **B. BUSINESS ITEMS:**

- 1. 2023 Atascadero Fall Festival Event Recap & 2024 Event Sponsorship Renewal Request**
  - Fiscal Impact: Up to \$20,000.
  - Recommendation: ATBID Advisory Board:
    - Receive and file recap of marketing results of the November 2023 Atascadero Fall Festival.
    - Provide staff direction on sponsorship request for the November 2024 Atascadero Fall Festival. [En Fuego Events]
- 2. Visit SLO CAL Monopoly Board Game Opportunity**
  - Fiscal Impact: Up to \$6,000.
  - Recommendation: ATBID Advisory Board:
    - Review and discuss the Visit SLO CAL-edition of the Monopoly board game.
    - Provide staff direction regarding sponsorship of up to two game squares of the Visit SLO CAL-edition of the Monopoly board game. [Visit SLO CAL]
- 3. Visit Atascadero Website Upgrade Scope of Work**

- Fiscal Impact: Up to \$53,050.
- Recommendation: ATBID Advisory Board discuss and provide staff direction for recommended upgrades to the Visit Atascadero website. [Verdin]

**4. IPW 2024 Participation and Delegation**

- Fiscal Impact: Up to \$7,500.
- Recommendation: ATBID Advisory Board review and provide staff direction regarding possible participation in the 2024 IPW by sending a delegation to the conference. [City/Verdin]

**5. Update on Visit SLO CAL's Travel and Tourism Customer Service Training Program**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file an update on Visit SLO CAL's travel and tourism customer service training program entitled SLO CAL Welcome. [Visit SLO CAL]

**6. Quarterly Marketing Report and Discussion of Initial Results from Denver Market Activation**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board
  1. Receive and file Verdin Marketing's Quarterly Marketing Report for Q2 2023.
  2. Discuss results from Visit SLO CAL's Denver Co-op.[City/Verdin/Visit SLO CAL]

**7. Budget Overview and Monthly Report**

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

**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)

**F. ADJOURNMENT:**