



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. 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 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

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 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

AGENDA

**Wednesday, February 28, 2024, at 3:00 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.

LODGING OWNERS MEETING: Room 106 in City Hall at 2:30 pm; ATBID Advisory Board meeting immediately following in the Club Room.

A. CONSENT CALENDAR:

1. ATBID Board Draft Action Minutes – January 24, 2024

- Recommendation: ATBID Advisory Board approve the January 24, 2024, Regular Meeting Draft Action Minutes. [City Staff]

2. ATBID Advisory Board Amended 2024 Meeting Schedule

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board approve the proposed amended ATBID Advisory Board meeting schedule and new location for the remainder of meetings in calendar year 2024. [City]

B. BUSINESS ITEMS:

1. Central Coast Craft Beer Festival Update

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the Central Coast Brewers Consortium's event update for March 23, 2024. [Central Coast Brewers Consortium]

2. Mission College Preparatory Catholic High School Job Fair Opportunity

- Fiscal Impact: None.
- Recommendation: ATBID Board review and provide staff direction regarding Visit Atascadero's opportunity for a booth at Mission College Preparatory Catholic High School's March 2024 job fair. [City]

3. California Welcome Center Opportunity

- Fiscal Impact: Not yet determined.
- Recommendation: ATBID Advisory Board review and provide staff direction to explore locations for the San Luis Obispo County location of the California Welcome Center. [City]

4. 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):

1. New event sponsorship opportunity for "Garden Lights & Winter Nights" Sunken Gardens Holiday Lighting. (March)
2. Garagiste Renewal & 2024 Special Event Sponsorship Renewal. (March)
3. California Mid-State Fair Sponsorship Proposal. (March)
4. Quarterly Marketing Report. (April)
5. 2024-2025 ATBID Annual Assessment. (May)
6. Marketing Services Contract Renewal. (May)

F. ADJOURNMENT: