



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

MINUTES

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

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

CALL TO ORDER:

Chairperson Harden called the meeting to order at 2:33 P.M.

ROLL CALL:

Present: Chairperson Patricia Harden, Vice Chairperson Corina Ketchum, Board Member Deana Alexander, Board Member Tom O'Malley, Board Member Amar Sohi

Absent: None

Staff Present: Deputy City Manager Terrie Banish, Deputy City Clerk Dillon James

APPROVAL OF AGENDA:

MOTION: By Board Member O'Malley and seconded by Board Member Sohi to approve the agenda.
Motion passed 5:0 by a roll call vote.

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.

Chairperson Harden opened the Public Comment period.

The following citizens provided public comment: None.

Chairperson Harden closed the Public Comment period.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – May 17, 2023

- Recommendation: ATBID Board approve the Draft Action Minutes of the May 17, 2023 meeting. [City Staff]

MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve the consent calendar.

Motion passed 3:0 by a roll call vote.

[Harden, O'Malley abstained]

B. BUSINESS ITEMS:

1. Election of Chairperson and Vice Chairperson for the Atascadero Tourism Business Improvement District 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.

Deputy City Clerk James presented this item and answered questions from the Board.

The ATBID Board expressed approval of the ongoing tenure of Chairperson Harden and Vice Chairperson Ketchum.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: None.

Chairperson Harden closed public comment.

MOTION: By Board Member O'Malley and seconded by Board Member Alexander to elect Patricia Harden as Chairperson and Corina Ketchum as Vice Chairperson of the ATBID Board for the 2023-2024 fiscal year term.

Motion passed 5:0 by a roll call vote.

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.

Deputy City Manager Banish presented this item and answered questions from the Board.

The Board agreed that including Santa Margarita's attractions, restaurants, wineries, and adventure tourism opportunities to the Visit Atascadero website would not hinder the Atascadero lodging industry (as there is no lodging in Santa Margarita) but may instead encourage further tourism and investment in Atascadero by expanding the possible activities for visitors to the area.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: None.

Chairperson Harden closed public comment.

MOTION: By Board Member O'Malley and seconded by Board Member Alexander to include Santa Margarita attractions on the Visit Atascadero website.

Motion passed 5:0 by a roll call vote.

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: \$7,500.

At Her Table's Founder Michelle Barrera presented this item and answered questions from the Board.

The Board expressed enthusiasm toward the At Her Table Street Festival, its economic boon to the Downtown and general hospitality industry in Atascadero, and its potential for future expansion and development. Ms. Barrera also noted that At Her Table staff will attempt to attract the attention of national media by potentially launching fireworks from the Downtown area in celebration of International Women's Day, which would make Atascadero the first place in the United States to do so.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: None.

Chairperson Harden closed public comment.

MOTION: By Board Member O'Malley and seconded by Vice Chairperson Ketchum to sponsor the 2024 At Her Table Street Festival in the amount of \$7,500.

Motion passed 5:0 by a roll call vote.

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.

Deputy City Manager Banish presented this item and answered questions from the Board.

The Board agreed that the economic investment resulting from the co-op opportunity outweighs the costs of sponsorship, and that the Spartan Race is an important element in uniting tourism between Atascadero and Santa Margarita.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: None.

Chairperson Harden closed public comment.

**MOTION: By Board Member Sohi and Board Member Alexander to sponsor the Spartan Race Visit SLO CAL Co-op in the amount of \$5,000.
*Motion passed 5:0 by a roll call vote.***

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.

Deputy City Manager Banish presented this item and answered questions from the Board.

The Board reviewed the key findings from the Resident Sentiment Study, including polling of residents about their feelings toward tourism in their community, the longevity of residents and why folks tend to stick around long-term, and the pinch points between the community and visitors.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: None.

Chairperson Harden closed public comment.

The Visit SLO CAL Resident Sentiment Study was received and filed.

6. ATBID 2023-2025 Budget Approval

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

Deputy City Manager Banish presented this item and answered questions from the Board.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: None.

Chairperson Harden closed public comment.

The ATBID 2023-2025 Budget Approval was received and filed.

7. Budget Overview and Monthly Report

- Recommendation: ATBID Board receive and file the Budget Overview and Monthly Report. [City]

- Fiscal Impact: None.

Deputy City Manager Banish presented this item and answered questions from the Board.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: None.

Chairperson Harden closed public comment.

The Budget Overview and Monthly Report was received and filed.

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: None.

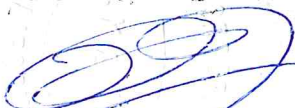
E. FUTURE AGENDA ITEMS: (This section is set aside for open discussion on future agenda items)

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)

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 4:06 P.M.

MINUTES PREPARED BY:



Dillon James
Deputy City Clerk

APPROVED: August 31, 2023