



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

MINUTES

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

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

CALL TO ORDER:

Board Member O'Malley called the meeting to order at 2:37 P.M.

ROLL CALL:

Present: Board Member Deana Alexander, Board Member Tom O'Malley, and Board Member Amar Sohi

Absent: Chairperson Patricia Harden and Vice Chairperson Corina Ketchum

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

APPROVAL OF AGENDA:

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

Motion passed 3:0 by a roll call vote. [Harden, Ketchum absent]

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.

Board Member O'Malley opened the Public Comment period.

The following citizens provided public comment: City of Arroyo Grande Recreation Services Director Sheridan Bohlken.

Board Member O'Malley closed the Public Comment period.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – July 19, 2023

- Recommendation: ATBID Board approve the Draft Action Minutes of the July 19, 2023 meeting. [City Staff]

**MOTION: By Board Member Alexander and seconded by Board Member Sohi to approve the consent calendar.
*Motion passed 3:0 by a roll call vote. [Harden, Ketchum absent]***

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.

Verdin Marketing's Ashlee Akers presented this item and answered questions from the Board.

The ATBID Board agreed with Ms. Akers' recommendation for improvements and upgrades to the Visit Atascadero website and the Board discussed desired outcomes for a new site, namely: that a new site should lack proprietary, inflexible structures; the upgraded site should not be hosted via Wix; and that plug-ins, integrations, shared features, etc. should be easily communicable between different tourism websites throughout the county. The Board declined to make a motion and instead request the item be brought back for more detailed review in the future.

PUBLIC COMMENT:

Board Member O'Malley opened public comment.

The following citizens provided public comment on this item: San Luis Obispo County Film Commissioner Matthew Halvorson.

Board Member O'Malley closed public comment.

No motion taken.

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.

San Luis Obispo County Film Commissioner Matthew Halvorson presented this item and answered questions from the Board.

Mr. Halvorson explained Visit SLO CAL's Strategic Direction 2026 (SD2026) as a roadmap for the next few years in the tourism industry throughout the county. Included in SD2026 is a focus on five core values: stewardship, authenticity, inclusion, excellence, and future focus; as well as four main objectives: enhancing organizational effectiveness, amplifying and stewarding the SLO CAL brand through unified efforts, demonstrating value to investors, partners, stakeholders, and communities; and leading the county tourism industry in fostering a vibrant destination. The Board expressed enthusiasm toward SD2026's goals and discussed potential future collaborative efforts.

PUBLIC COMMENT:

Board Member O'Malley opened public comment.

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

Board Member O'Malley closed public comment.

The Visit SLO CAL Strategic Direction 2026 was received and filed.

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.

San Luis Obispo County Film Commissioner Matthew Halvorson presented this item and answered questions from the Board.

Mr. Halvorson presented the co-op opportunity, which includes, among other opportunities, a targeted e-blast to subscribers of Conde Nast publications, some of the most widely read publications in the world, and Sojern, a travel-related paid media company, also offered to match funds for the co-op, further underscoring the affordability of the opportunity.

PUBLIC COMMENT:

Board Member O'Malley opened public comment.

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

Board Member O'Malley closed public comment.

MOTION: By Board Member Sohi and seconded by Board Member Alexander to participate in Visit SLO CAL's Co-op Opportunities in the amount of \$17,000.

Motion passed 3:0 by a roll call vote. [Harden, Ketchum absent]

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.

Verdin Marketing's Ashlee Akers presented this item and answered questions from the Board.

Ms. Akers explained her recommendations for development of the 2023-2024 Marketing Plan, building upon previous work completed by Verdin, in accordance with the goals of the ATBID Advisory Board and already budgeted funds for the marketing plan.

PUBLIC COMMENT:

Board Member O'Malley opened public comment.

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

Board Member O'Malley closed public comment.

No motion taken.

5. Budget Overview and Monthly Report

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

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

PUBLIC COMMENT:

Board Member O'Malley opened public comment.

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

Board Member O'Malley 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. All Things Google Training. (TBD)
2. Political/action topics presentation by City of Atascadero Mayor and/or San Luis Obispo County Supervisor. (October)

F. ADJOURNMENT

Board Member O'Malley adjourned the meeting at 4:18 P.M.

MINUTES PREPARED BY:



Dillon James
Deputy City Clerk

APPROVED: September 27, 2023