



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

MINUTES

Wednesday, September 27, 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 2:32 P.M.

ROLL CALL:

Present: Chairperson Patricia Harden, Vice Chairperson Corina Ketchum,
Board Member Deana Alexander, and Board Member Amar Sohi

Absent: Board Member Tom O'Malley

Staff Present: Deputy City Manager Terrie Banish

APPROVAL OF AGENDA:

MOTION: By Board Member Alexander and seconded by Board Member
Ketchum to approve the agenda.
Motion passed 4:0 by a roll call vote. [O'Malley 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.

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 – August 23, 2023

- Recommendation: ATBID Board approve the Draft Action Minutes of the August 23, 2023 Special Meeting. [City Staff]

MOTION: By Board Member Alexander and seconded by Vice Chairperson
Ketchum to approve the consent calendar.

Motion passed 4:0 by a roll call vote. [O'Malley absent]

Chairperson Harden requested to move Business Item #2 to #1 due to presenter of Business Item #1 running late.

B. BUSINESS ITEMS:

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.

Torchlight Consultant, Josh Erdman presented the "All Things Google" Training showing the "in's & out's" of Google along with how to find out a mobile sights speed and what that means.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Maggie Przybylski with Central Coast Cider Association.

Chairperson Harden closed public comment.

All Things Google Training was received and filed.

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

Central Coast Cider Association's Maggie Przybylski presented a recap of the marketing results of the August 12, 2023 Central Coast Cider Festival and answered questions from the Board on event results.

The ATBID Board agreed with Ms. Przybylski's suggestions to improve the event into 2024 including a cider passport to improve auxiliary events like At Her Table, in addition to educational talks to increase ticket sales and event engagement.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Josh Erdman, Consultant with Torchlight.

Chairperson Harden closed public comment.

MOTION: By Board Member Alexander and seconded by Vice Chairperson Ketchum to approve the 2024 Cider Festival event sponsorship request in the amount of \$7,500.
Motion passed 4:0 by a roll call vote. [O'Malley absent]

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.

Deputy City Manager Banish opened the discussion with partnership ideas with Travel Paso. Ashlee Akers with Verdin Marketing shared the meeting she had with Paso Travel on joint activation ideas with events like Bovine Classic and the California Mid State Fair and ways to work closer together with shared events as well as transportation and lodging opportunities. Ms. Akers will continue working with Paso Travel on future meetings to partner on the larger events.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

No motion taken.

4. Budget Overview and Monthly Report

- Recommendation: ATBID Advisory 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. Website Assessment and Analysis and Recommendations (October/ November).
2. Event Update: Atascadero Fall Festival (October).
3. Political/ action topics presented by City of Atascadero Mayor and/ or San Luis Obispo County Supervisor.

The Board requested that item #3 from the Future Agenda Items list be deleted.

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 3:53 P.M.

MINUTES PREPARED BY:



for

Terrie Banish
Director of Community Services & Promotions

APPROVED: October 25, 2023