



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

MINUTES

Wednesday, October 25, 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 Tom O'Malley

Absent: Board Member Amar Sohi

Staff Present: Director of Community Services & Promotions Terrie Banish and
Deputy City Clerk Dillon Dean James

APPROVAL OF AGENDA:

MOTION: By Board Member Alexander and seconded by Board Member
O'Malley to approve the agenda.

Motion passed 4:0 by a roll call vote. [Sohi 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 – September 27, 2023

- Recommendation: ATBID Board approve the Draft Action Minutes of the September 27, 2023 Special Meeting. [City Staff]

**MOTION: By Board Member O'Malley and seconded by Vice Chairperson Ketchum to approve the consent calendar.
*Motion passed 4:0 by a roll call vote. [Sohi absent]***

B. BUSINESS ITEMS:

1. 2023 Atascadero Fall Festival Event Planning Update

- Recommendation: ATBID Advisory Board receive and file event planning update for the 3rd Annual Atascadero Fall Festival; and take such additional, related, action that may be desirable. [En Fuego Events]
- Fiscal Impact: None.

Director of Community Services & Promotions Terrie Banish presented this item and answered questions from the Board.

The ATBID Board expressed continued support for the Fall Festival and its associated benefits for the Downtown and general lodging industry.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Ashlee Akers.

Chairperson Harden closed public comment.

The 2023 Atascadero Fall Festival Event Planning Update was received and filed.

2. Quarterly Marketing Report and Discussion of Results from Visit SLO CAL's 2023 Destination Summit

- Recommendation: ATBID Advisory Board:
 1. Receive and file Verdin Marketing's Quarterly Marketing Report for Q1 2023.
 2. ATBID Advisory Board discuss results from Visit SLO CAL's 2023 Destination Summit.
 3. Take such additional, related, action that may be desirable. [City/Verdin/Visit SLO CAL]
- Fiscal Impact: None.

Director of Community Services & Promotions Terrie Banish and Verdin Marketing's Ashlee Akers 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: Matthew Halvorson.

Chairperson Harden closed public comment.

The Quarterly Marketing Report was received and filed.

3. Visit Atascadero Website Upgrades

- Recommendation: ATBID Advisory Board discuss and provide staff direction for recommended upgrades to the Visit Atascadero Website; and take such additional, related, action that may be desirable. [City/Verdin]
- Fiscal Impact: Up to \$25,000 in budgeted funds.

Director of Community Services & Promotions Terrie Banish and Verdin Marketing's Ashlee Akers presented this item and answered questions from the Board.

The Board was encouraged by the continued momentum on Visit Atascadero website upgrades and appreciated Ms. Akers' diligent work on the matter.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Matthew Halvorson.

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; and take such additional, related, action that may be desirable. [City]
- Fiscal Impact: None

Director of Community Services & Promotions Terrie Banish and Verdin Marketing's Ashlee Akers 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:

Board Member O'Malley noted that, in accordance with the recent statewide insurance crisis, he is struggling to maintain insurance on a few commercial properties; this is a challenge affecting lodging owners throughout California.

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

1. Website Assessment Analysis and Recommendations. (November)
2. Bovine Classic Event Recap and 2024 Event Sponsorship Renewal. (November)
3. Atascadero Fall Festival Event Recap and 2024 Event Sponsorship Renewal. (November/January)

F. ADJOURNMENT

Chairperson Harder adjourned the meeting at 3:56 P.M.

MINUTES PREPARED BY:



Dillon James
Deputy City Clerk

APPROVED: November 15, 2023