



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

MINUTES

Wednesday, November 15, 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 2:34 P.M.

ROLL CALL:

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

Absent: Board Member Alexander

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

APPROVAL OF AGENDA:

MOTION BY: Sohi

SECOND BY: Ketchum

1. Approve this agenda.

AYES (4): O'Malley, Sohi, Ketchum, and Harden

ABSENT (1): Alexander

Passed 4-0

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: Andres Nuno.

Chairperson Harden closed the Public Comment period.

PRESENTATION:

1. City of Atascadero New Website & Brand Refresh

Presented by: Terrie Banish, Director of Community Services & Promotions

Director Banish presented the Advisory Board with an overview of the new City of Atascadero website and accompanying updated branding and templates.

A. CONSENT CALENDAR

1. ATBID Advisory Board Draft Action Minutes – October 25, 2023

- Recommendation: ATBID Board approve the Draft Action Minutes of the October 25, 2023 Special Meeting. [City Staff]

MOTION BY: O'Malley

SECOND BY: Ketchum

1. Approve consent calendar.

AYES (4): O'Malley, Sohi, Ketchum, and Harden

ABSENT (1): Alexander

Passed 4-0

B. BUSINESS ITEMS:

1. 2023 Bovine Classic Event Recap & 2024 Event Sponsorship Renewal

- Recommendation: ATBID Advisory Board:
 1. Receive and file recap of marketing results of the October 28, 2023, Bovine Classic.
 2. Provide staff direction on sponsorship request for the October 26, 2024, Bovine Classic.
 3. Take such additional, related, action that may be desirable. [Bovine]
- Fiscal Impact: Up to \$10,000.

David Yates with Bovine Classic presented this item and answered questions from the Advisory Board.

The Advisory Board commended Mr. Yates on another successful event and agreed that Bovine Classic is a vital tourist attraction in Atascadero. Mr. Yates plans to host more events in Atascadero next year.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

MOTION BY: O'Malley

SECOND BY: Ketchum

1. Sponsor the October 26, 2024, Bovine Classic in the amount of \$10,000.

AYES (4): O'Malley, Sohi, Ketchum, and Harden

ABSENT (1): Alexander

Passed 4-0

2. Budget Overview and Monthly Report

- Recommendation: ATBID Advisory Board:
 1. Receive and file the Budget Overview and Monthly Report.
 2. Take such additional, related, action that may be desirable. [City/Verdin]
- Fiscal Impact: None

Director of Community Services & Promotions 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: None.

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

1. Website Assessment Analysis and Recommendations. (January)
2. Market Activation from Denver Co-op. (January)
3. Atascadero Fall Festival Event Recap and 2024 Event Sponsorship Renewal. (January)

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 4:02 P.M.

MINUTES PREPARED BY:



Dillon James
Deputy City Clerk

APPROVED: January 24, 2024