



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

MINUTES

Wednesday, January 24, 2024, 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

Vacant: One vacancy

Absent: None

Staff Present: City Manager James R. Lewis, Director of Community Services & Promotions Terrie Banish, Website & Social Media Technician Amanda Muther, and Deputy City Clerk Dillon James

APPROVAL OF AGENDA:

MOTION BY: O'Malley

SECOND BY: Ketchum

1. Approve this agenda.

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

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, Jeffrey Lemus, Kamal Patel, Robert Patel, Matt Halvorson, Alyssa Manno, Michelle Barrera, and Aleigh Hogan.

Chairperson Harden closed the Public Comment period.

A. CONSENT CALENDAR

1. ATBID Advisory Board Draft Action Minutes – November 15, 2023

- Recommendation: ATBID Advisory Board approve the November 15, 2023, Regular Meeting Draft Action Minutes. [City Staff]

MOTION BY: Sohi

SECOND BY: Ketchum

1. Approve consent calendar.

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

Passed 4-0

B. BUSINESS ITEMS:

1. 2023 Atascadero Fall Festival Event Recap & 2024 Event Sponsorship Renewal Request

- Fiscal Impact: Up to \$20,000.
- Recommendation: ATBID Advisory Board:
 1. Receive and file recap of marketing results of the November 2023 Atascadero Fall Festival.
 2. Provide staff direction on sponsorship request for the November 2024 Atascadero Fall Festival. [En Fuego Events]

Andres Nuno with En Fuego Events presented this item and answered questions from the Advisory Board. The Advisory Board encouraged Mr. Nunes to focus on musical talents from outside the immediate area, whose core fans may travel to Atascadero to attend the festival and boost local lodging business.

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 November 2024 Atascadero Fall Festival in the amount of \$20,000.

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

Passed 4-0

2. Visit SLO CAL Monopoly Board Game Opportunity

- Fiscal Impact: Up to \$6,000.
- Recommendation: ATBID Advisory Board:
 1. Review and discuss the Visit SLO CAL-edition of the Monopoly board game.

2. Provide staff direction regarding sponsorship of up to two game squares of the Visit SLO CAL-edition of the Monopoly board game. [Visit SLO CAL]

Matt Halvorson with Visit SLO CAL presented this item and answered questions from the Advisory Board. The Advisory Board expressed a preference for the two Atascadero-related game squares to honor historic City Hall and the Charles Paddock Zoo, and provided further encouragement to Mr. Halvorson in pursuing the Monopoly board game co-op opportunity.

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: Sohi

1. **Sponsor two Atascadero-related game squares for the Visit SLO CAL-edition of the Monopoly board game.**

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

Passed 4-0

3. **Visit Atascadero Website Upgrade Scope of Work**

- Fiscal Impact: Up to \$53,050.
- Recommendation: ATBID Advisory Board discuss and provide staff direction for recommended upgrades to the Visit Atascadero website. [Verdin]

Ashley Akers with Verdin Marketing presented this item and answered questions from the Board. The Advisory Board agreed with Ms. Akers' assessment that the upgraded Visit Atascadero website should not be based on a proprietary platform, but should instead use a customizable format, such as WordPress. The Advisory Board was also reminded to factor in ongoing Visit Atascadero website maintenance in the ATBID budget.

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. **Proceed with Visit Atascadero website upgrades conducted by Verdin Marketing in an amount not to exceed \$53,050.**

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

Passed 4-0

4. IPW 2024 Participation and Delegation

- Fiscal Impact: Up to \$7,500.
- Recommendation: ATBID Advisory Board review and provide staff direction regarding possible participation in the 2024 IPW by sending a delegation to the conference. [City/Verdin]

Director of Community Services & Promotions Banish and Verdin Marketing's Ashlee Akers presented this item and answered questions from the Advisory Board. The Advisory Board expressed support for Ms. Akers' ongoing annual attendance at IPW.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Matt Halvorson, Jeffrey Lemus, and Kamal Patel

Chairperson Harden closed public comment.

MOTION BY: Sohi
SECOND BY: Ketchum

1. Sponsor 2024 IPW participation in an amount not to exceed \$7,500.

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

Passed 4-0

5. Update on Visit SLO CAL's Travel and Tourism Customer Service Training Program

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file an update on Visit SLO CAL's travel and tourism customer service training program entitled SLO CAL Welcome. [Visit SLO CAL]

Alyssa Manno with Visit SLO CAL presented this item and answered questions from the Advisory Board. The Advisory Board expressed a desire for the SLO CAL Welcome customer service training program to include a separate module for restaurant and winery workers, and a further emphasis on cyclical local events.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Jeffrey Lemus.

Chairperson Harden closed public comment.

The SLO CAL Welcome update was received and filed.

6. Quarterly Marketing Report and Discussion of Initial Results from Denver Market Activation

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board:
 1. Receive and file Verdin Marketing's Quarterly Marketing Report for Q3 2023.

2. Discuss results from Visit SLO CAL's Denver Co-op.
[City/Verdin/Visit SLO CAL]

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

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

The Quarterly Marketing Report was received and filed.

7. Budget Overview and Monthly Report

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

Director of Community Services & Promotions Banish and Verdin Marketing's Ashlee Akers presented this item and answered questions from the Advisory 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: None.

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 4:40 P.M.

MINUTES PREPARED BY:



Dillon James
Deputy City Clerk

APPROVED: February 28, 2024