



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

MINUTES

Wednesday, February 28, 2024, at 3:00 P.M.

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

CALL TO ORDER:

Chairperson Harden called the meeting to order at 3:08 P.M.

ROLL CALL:

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

Vacant: One vacancy

Absent: Board Member Tom O'Malley

Staff Present: City Manager James R. Lewis and Deputy City Clerk Dillon James

APPROVAL OF AGENDA:

MOTION BY: Sohi

SECOND BY: Ketchum

1. Approve this agenda.

AYES (3): Sohi, Ketchum, and Harden

ABSENT (1): O'Malley

Passed 3-0

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: Michelle Barrera.

Chairperson Harden closed the Public Comment period.

A. CONSENT CALENDAR

1. ATBID Advisory Board Draft Action Minutes – January 24, 2024

- Recommendation: ATBID Advisory Board approve the January 24, 2024, Regular Meeting Draft Action Minutes. [City Staff]

2. ATBID Advisory Board Amended 2024 Meeting Schedule

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board approve the proposed amended ATBID Advisory Board meeting schedule and new location for the remainder of meetings in calendar year 2024. [City]

MOTION BY: Sohi

SECOND BY: Ketchum

1. Approve consent calendar.

AYES (3): Sohi, Ketchum, and Harden

ABSENT (1): O'Malley

Passed 3-0

B. BUSINESS ITEMS:

1. Central Coast Craft Beer Festival Update

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the Central Coast Brewers Consortium's event update for March 23, 2024. [Central Coast Brewers Consortium]

Andres Nuno with the Central Coast Brewers Consortium 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: Ashlee Akers.

Chairperson Harden closed public comment.

The Central Coast Craft Beer Festival Update was received and filed.

2. Mission College Preparatory Catholic High School Job Fair Opportunity

- Fiscal Impact: None.
- Recommendation: ATBID Board review and provide staff direction regarding Visit Atascadero's opportunity for a booth at Mission College Preparatory Catholic High School's March 2024 job fair. [City]

Board Member Sohi presented this item and answered questions from the Advisory Board. The Board expressed a desire to participate in the Mission Prep job fair 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: Ketchum

SECOND BY: Harden

- 1. Endorse ATBID participation in the Mission College Preparatory Catholic High School Job Fair Opportunity and designate Board Member Sohi as the organizer for ATBID's presence at the event.**

AYES (3): Sohi, Ketchum, and Harden

ABSENT (1): O'Malley

Passed 3-0

3. California Welcome Center

- Fiscal Impact: Not yet determined.
- Recommendation: ATBID Advisory Board review and provide staff direction to explore locations for the San Luis Obispo County location of the California Welcome Center. [Verdin]

Board Member Sohi presented this item and answered questions from the Advisory Board. City Manager Lewis also answered questions from the Advisory Board.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Josh Cross and Sarah Maggelet.

Chairperson Harden closed public comment.

MOTION BY: Ketchum

SECOND BY: Harden

- 1. Decline California Welcome Center ATBID sponsorship opportunity.**

AYES (3): Sohi, Ketchum, and Harden

ABSENT (1): O'Malley

Passed 3-0

4. Budget Overview and Monthly Report

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

Deputy City Clerk James and Verdin Marketing's Ashlee Akers presented this item and answered questions from the Advisory Board. The Advisory Board expressed a desire to see how traditional hotels and motels are delineated from short-term rental properties on ATBID accounting documents, considering a noted increase in TOT revenue despite a lodging industry "slump" in the last few months.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Sarah Maggelet.

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.

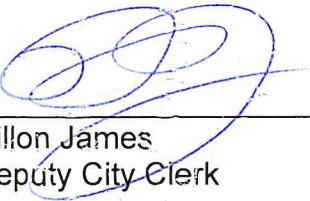
E. FUTURE AGENDA ITEMS:

1. New event sponsorship opportunity for "Garden Lights & Winter Nights" Sunken Gardens Holiday Lighting. (March)
2. Garagiste Renewal & 2024 Special Event Sponsorship Renewal. (March)
3. California Mid-State Fair Sponsorship Proposal. (May)
4. Quarterly Marketing Report. (April)
5. 2024-2025 ATBID Annual Assessment. (May)
6. Marketing Services Contract Renewal. (May)

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 3:55 P.M.

MINUTES PREPARED BY:



Dillon James
Deputy City Clerk

APPROVED: March 20, 2024