



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

MINUTES

Wednesday, March 20, 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 2:36 P.M.

ROLL CALL:

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

Vacant: One vacancy

Absent: None

Staff Present: City Manager James R. Lewis, Community Services & Promotions
Director Terrie Banish, and Administrative Assistant/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

VACANT (1)

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: None.

Chairperson Harden closed the Public Comment period.

A. CONSENT CALENDAR

1. ATBID Advisory Board Draft Action Minutes – February 28, 2024

- Recommendation: ATBID Advisory Board approve the February 28, 2024, Regular Meeting Draft Action Minutes. [City Staff]

MOTION BY: Sohi
SECOND BY: Ketchum

1. Approve consent calendar.

AYES (3): Sohi, Ketchum, and Harden
ABSTAIN (1): O'Malley
VACANT (1)

Passed 3-0

B. BUSINESS ITEMS:

1. Garagiste Festival 2023 Event Recap & 2024 Event Sponsorship Renewal Request

- Fiscal Impact: Up to \$7,500.
- Recommendation: ATBID Advisory Board:
 1. Receive and file recap of marketing results of the November 2023 Garagiste Festival.
 2. Approve sponsorship renewal request for the November 2024 Garagiste Festival. [Garagiste Festival]

Stewart Stemhead with the Garagiste Festival presented this item and answered questions from the Advisory Board. The Advisory Board expressed support for the festival's continued success, and Mr. Stemhead noted that they were looking for larger facilities to accommodate larger crowds, including Charles Paddock Zoo and Pavilion on the Lake facilities.

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. Approve Garagiste Festival 2024 sponsorship renewal request in the amount of \$7,500.

AYES (4): O'Malley, Sohi, Ketchum, and Harden
VACANT (1)

Passed 4-0

2. Sunken Gardens Holiday Lights 2024 Event Sponsorship Proposal

- Fiscal Impact: \$5,000 to \$10,000.
- Recommendation: ATBID Advisory Board provide staff direction on sponsorship request for the December 6, 2024, through January 5, 2025, "Garden Lights & Winter Nights." [City]

Director of Community Services & Promotions Terrie Banish presented this item and answered questions from the Advisory Board. City Manager James R. Lewis also answered questions from the Advisory Board. The Advisory Board was interested in supporting this endeavor and sought to extend the lighting event through the Martin Luther King Jr. holiday weekend to allow even more tourism opportunities. City staff agreed to investigate possible extensions to the proposed lighting contract.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Jessica Sohi.

Chairperson Harden closed public comment.

MOTION BY: O'Malley

SECOND BY: Ketchum

1. Approve sponsorship request for the 2024-2025 "Garden Lights & Winter Nights" event in the amount of \$10,000.

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

VACANT (1)

Passed 4-0

3. California Mid-State Fair ATBID/City Shared Sponsorship Opportunity

- Fiscal Impact: \$3,750.
- Recommendation: ATBID Advisory Board review and provide staff direction on the 2024 California Mid-State Fair shared sponsorship opportunity with the City. [City]

Director of Community Services & Promotions Terrie Banish presented this item and answered questions from the Advisory Board. Among other discussion items, Director Banish confirmed that bussing opportunities are no longer available to Atascadero lodging properties and that such transportation would need to be arranged outside of official Mid-State Fair channels.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

MOTION BY: Sohi

SECOND BY: Ketchum

1. Approve 2024 California Mid-State Fair sponsorship opportunity in the amount of \$3,750.

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

VACANT (1)

Passed 4-0

Board Member O'Malley left the meeting at 3:17 P.M.

4. 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 Terrie 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:

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]

Director Banish presented Update #3 before Update #2.

D. BOARD MEMBER COMMENTS:

Board Member Sohi questioned En Fuego's marketing of that weekend's Beer Festival, reported positive feedback from the Mission Prep job fair, and requested that City staff research the possibility of holding minor sports festivals/tournaments at City park facilities to further encourage tourism.

E. FUTURE AGENDA ITEMS:

1. Quarterly Marketing Report. (April)
2. Verdin Marketing Contract Renewal. (April)
3. 2024-2025 ATBID Annual Assessment. (May)
4. Marketing Services Contract Renewal. (May)

F. ADJOURNMENT

Chairperson Harden adjourned the meeting at 3:35 P.M.

MINUTES PREPARED BY:



Dillon James
Deputy City Clerk

APPROVED: April 17, 2024