



**CITY OF ATASCADERO**  
**ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS**  
**IMPROVEMENT DISTRICT AGENDA**

**IN-PERSON MEETING INFORMATION:**

The Advisory Board for the Atascadero Tourism Improvement District (ATBID) meeting will be in-person only and members of the public wanting to participate may attend the meeting in-person.

**HOW TO SUBMIT PUBLIC COMMENT:**

Individuals wishing to provide public comment may attend the meeting in Room 306 on the Third Floor of City Hall, 6500 Palma Avenue, Atascadero, CA 93422.

If you wish to comment but not in-person, please email public comments to [cityclerk@atascadero.org](mailto:cityclerk@atascadero.org). Such email **comments must identify the Agenda Item Number in the subject line of the email**. The comments will be forwarded to the ATBID Advisory Board and made a part of the administrative record. ***To ensure distribution to the ATBID Advisory Board prior to consideration of the agenda, the public is encouraged to submit comments no later than 12:00 p.m. the day of the meeting. All correspondence will be distributed to the ATBID Advisory Board, posted on the City's website, and be made part of the official public record of the meeting. Please note, email comments will not be read into the record.*** Please be aware that communications sent to the ATBID Advisory Board are public records and are subject to disclosure pursuant to the California Public Records Act and Brown Act unless exempt from disclosure under applicable law. Communications will not be edited for redactions and will be printed as submitted.

**AMERICAN DISABILITY ACT ACCOMMODATIONS:**

Any member of the public who needs accommodations should contact the City Clerk's Office at [cityclerk@atascadero.org](mailto:cityclerk@atascadero.org) or by calling 805-470-3400 at least 48 hours prior to the meeting or time when services are needed. The City will use their best efforts to provide reasonable accommodations to afford as much accessibility as possible while also maintaining public safety in accordance with the City procedure for resolving reasonable accommodation requests.

ATBID Advisory Board agendas and minutes may be viewed on the City's website:

[www.atascadero.org/agendas](http://www.atascadero.org/agendas)

Copies of the staff reports or other documentation relating to each item of business referred to on the Agenda are on file in the office of the City Clerk and are available for public inspection on our website, [www.atascadero.org](http://www.atascadero.org). Contracts and Resolutions will be allocated a number once they are approved by the ATBID Advisory Board. The Minutes of this meeting will reflect these numbers. All documents submitted by the public during ATBID Advisory Board meetings that are made a part of the record or referred to in their statement will be noted in the Minutes and available for review by contacting the City Clerk's office. All documents will be available for public inspection by appointment during City Hall business hours.



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**AGENDA**

**Wednesday, August 21, 2024, at 2:30 P.M.**  
**Atascadero City Hall - 6500 Palma Avenue, Club Room**  
**Atascadero, California**

**CALL TO ORDER:**

**ROLL CALL:** Chairperson Patricia Harden, SpringHill Suites by Marriott  
Vice Chairperson Corina Ketchum, Home2 Suites by Hilton  
Board Member Tom O'Malley, Portola Inn  
Board Member Amar Sohi, Holiday Inn Express & Suites  
Board Member Jeffrey Lemus, The Carlton

**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. CONSENT CALENDAR:**

1. **ATBID Board Draft Action Minutes – June 19, 2024, Special and Regular Meeting Minutes**
  - Recommendation: ATBID Advisory Board approve the June 19, 2024, Regular Meeting Draft Action Minutes. [City Staff]

**B. BUSINESS ITEMS:**

1. **Election of Chairperson and Vice Chairperson for the Atascadero Tourism Business Improvement District (ATBID) Advisory Board for the 2024-2025 Fiscal Year Term**
  - Fiscal Impact: None.
  - Recommendation: ATBID Board elect one member to serve as Chairperson and one member to serve as Vice Chairperson for the ATBID Advisory Board for the 2024-2025 fiscal year term. [City]
2. **Jump on the School Bus Fair Transportation Results & 2025 Renewal**
  - Fiscal Impact: Up to \$50,000 for future renewal.
  - Recommendations: ATBID Advisory Board:
    1. Receive and file recap of logistics, riders and operations during the CA Mid-State Fair.
    2. Discuss and provide staff direction on future renewal of a similar or improved program in 2025. [Jump on the School Bus/ City]

**3. Website Ad Hoc Committee for Proposed Upgrades**

- Fiscal Impact: \$53,050
- Recommendation: ATBID Advisory Board:  
Nominate two Board Members to review the details and upgrades needed for the VisitAtascadero.com website.

**4. Quarterly Marketing Report**

- Fiscal Impact: None
- Recommendation: ATBID Advisory Board receive and file Verdin Marketing's Quarterly Marketing Report for Q4 2024. [Verdin Marketing]

**5. 2024-2025 Marketing Strategy & Campaign Refresh**

- Fiscal Impact: \$247,000 in budgeted funds.
- Recommendation: ATBID Advisory Board to discuss and provide staff direction for the 2024-2025 Marketing Strategy & Campaign Refresh for Visit Atascadero. [Verdin]

**6. Budget Overview, STR and Monthly Report**

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

**C. COMMITTEE REPORTS:**

**1. Budget Ad Hoc Committee Report for 2024-2025 Fiscal Year**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board to discuss and provide staff direction on next steps following the oral report to the Board.

**D. 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]

**E. BOARD MEMBER COMMENTS:**

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

- a. Atascadero Chamber of Commerce Passport Program. (September 2024)
- b. Review & Amend ATBID Bylaws to include voting format for Lodging Owners to follow when Board Members term out. (September 2024)
- c. Review & Amend ATBID Bylaws to include voting format for Lodging Owners to follow when Board Members term out. (September 2024)
- d. Review how events are classified in the budget and what is applied to the opportunities fund. (September 2024).

**G. ADJOURNMENT:**