



# CITY OF ATASCADERO CITY COUNCIL AGENDA

## **MEETING INFORMATION:**

The City Council meeting will be held in the City Council Chambers and in-person attendance will be available at that location.

## **HOW TO OBSERVE THE MEETING REMOTELY:**

To observe remotely, residents can livestream the meeting on [Zoom](#), SLO-SPAN.org, on Spectrum cable Channel 20 in Atascadero, and listen live on KPRL Radio 1230AM and 99.3FM. The video recording of the meeting will repeat daily on Channel 20 at 1:00 am, 9:00 am, and 6:00 pm and will be available through the City's website and on the City's YouTube Channel. To observe remotely using the Zoom platform please visit:

[https://us02web.zoom.us/webinar/register/WN\\_ZwJ7a031S3KXauEym9ehaA](https://us02web.zoom.us/webinar/register/WN_ZwJ7a031S3KXauEym9ehaA)

## **HOW TO SUBMIT PUBLIC COMMENT:**

Public comment may be provided in-person.

Written public comments are accepted at [cityclerk@atascadero.org](mailto:cityclerk@atascadero.org). **Comments should identify the Agenda Item Number in the subject line of the email.** Such comments will be forwarded to the City Council and made a part of the administrative record. **To ensure distribution to the City Council before consideration of an item, please submit comments not later than 12:00 p.m. the day of the meeting.** All correspondence will be distributed to the City Council, posted on the City's website, and be made part of the official public record of the meeting. **Please note, comments will not be read into the record.** Please be aware that communications sent to the City Council 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/posted as submitted.

## **AMERICANS WITH DISABILITIES 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.

## **DISCLOSURE OF CAMPAIGN CONTRIBUTIONS:**

Pursuant to Government Code § 84308, City Council Members are disqualified and not able to participate in any agenda item involving contracts (other than competitively bid, labor, or personal employment contracts), franchises, discretionary land use permits and other entitlements if the City Council Member received more than \$250 in campaign contributions from the applicant or contractor, an agent of the applicant or contractor, or any financially interested participant who actively supports or opposes the City's decision on the agenda item since January 1, 2023. Members of the City Council who have received, and applicants, contractors or their agents who have made, campaign contributions totaling more than \$250 to a City Council Member since January 1, 2023, are required to disclose that fact for the official record of the subject proceedings. Disclosures must include the amount of the campaign contribution and identify the recipient City Council Member and may be made either in writing to the City Clerk before the agenda item or by verbal disclosure during consideration.

City Council 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, Resolutions and Ordinances will be allocated a number once they are approved by the City Council. The Minutes of this meeting will reflect these numbers. All documents submitted by the public during Council 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.



# CITY OF ATASCADERO CITY COUNCIL

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## AGENDA

Tuesday, October 8, 2024

City Hall Council Chambers, Fourth Floor  
6500 Palma Avenue, Atascadero, California

<b><u>City Council Regular Session:</u></b>
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<b>6:00 P.M.</b>
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**REGULAR SESSION – CALL TO ORDER: 6:00 P.M.**

**PLEDGE OF ALLEGIANCE:** Council Member Newsom

**ROLL CALL:**  
Mayor Moreno  
Mayor Pro Tem Funk  
Council Member Bourbeau  
Council Member Dariz  
Council Member Newsom

**PRESENTATIONS:**

1. **Proclamation declaring October 6-12, 2024, as Fire Prevention Week.**
  
- A. **CONSENT CALENDAR:** (All items on the consent calendar are considered routine and non-controversial by City staff and will be acted upon by a single action of the City Council unless otherwise requested by an individual Council Member for separate consideration. Public comment on Consent Calendar items will be invited prior to action on the Calendar.)
  1. **City Council Draft Minutes – September 24, 2024, Regular Meeting**
    - **Recommendation:** Council approve the September 24, 2024, Draft City Council Regular Meeting Minutes. [City Clerk]
  
  2. **FY2024-25 Budget Adjustment for 2025 Measure F-14 Pavement Rehabilitation Project**
    - **Fiscal Impact:** Up to \$100,000 from Measure F-14 Funds to the 2025 Measure F-14 Pavement Rehabilitation Project.
    - **Recommendation:** Council authorize the Administrative Services Director to allocate an additional \$100,000 from Measure F-14 Funds to the Fiscal Year 2024-25 budget for the 2025 Measure F-14 Pavement Rehabilitation Project (Project No. C2024R01) for an adjusted Fiscal Year 2024-25 project budget of \$250,000. [Public Works]

**UPDATES FROM THE CITY MANAGER:** (The City Manager will give an oral report on any current issues of concern to the City Council.)

**COMMUNITY FORUM:** (This portion of the meeting is reserved for persons wanting to address the Council on any matter not on this agenda and over which the Council has jurisdiction. Speakers are limited to three minutes. Please state your name for the record before making your presentation. Comments made during Community Forum will not be a subject of discussion. A maximum of 30 minutes will be allowed for Community Forum, unless changed by the Council. Any members of the public who have questions or need information may contact the City Clerk's Office, between the hours of 8:30 a.m. and 5:00 p.m. at (805) 470-3400, or [cityclerk@atascadero.org](mailto:cityclerk@atascadero.org).)

**B. PUBLIC HEARINGS: None.**

**C. MANAGEMENT REPORTS:**

**1. Marketing Update**

- Fiscal Impact: None
- Recommendation: Council receive the marketing update. [Community Services]

**2. Atascadero Tourism Business Improvement District Assessment Increase**

- Fiscal Impact: None. If assessment is increased, additional ATBID revenues in an estimated amount of \$46,500 through June 30, 2025.
- Recommendation: Council:
  1. Approve the modified ATBID Annual Report.
  2. Adopt Draft Resolution declaring intent to levy an increased Business Improvement District assessment on lodging businesses within the Atascadero Tourism Business Improvement District, and setting a public meeting for December 2, 2024, and a public hearing for December 10, 2024. [Community Services]

**D. COUNCIL ANNOUNCEMENTS AND COMMITTEE REPORTS:** (On their own initiative, Council Members may make a brief announcement or a brief report on their own activities. The following represent standing committees. Informative status reports will be given, as felt necessary):

Mayor Moreno

1. City Selection Committee
2. County Mayors Round Table
3. Regional Economic Action Coalition (REACH)
4. SLO Council of Governments (SLOCOG)
5. SLO Regional Transit Authority (RTA)

Mayor Pro Tem Funk

1. Atascadero Basin Ground Water Sustainability Agency (GSA)
2. Design Review Committee
3. Homeless Services Oversight Council

Council Member Bourbeau

1. City of Atascadero Finance Committee
2. City / Schools Committee
3. Integrated Waste Management Authority (IWMA)
4. SLO County Water Resources Advisory Committee (WRAC)

Council Member Dariz

1. Air Pollution Control District
2. California Joint Powers Insurance Authority (CJPIA) Board
3. Community Action Partnership of San Luis Obispo (CAPSLO)
4. Design Review Committee
5. Visit SLO CAL Advisory Committee

Council Member Newsom

1. City of Atascadero Finance Committee
2. City / Schools Committee
3. League of California Cities – Council Liaison

- E. INDIVIDUAL DETERMINATION AND / OR ACTION:** (Council Members may ask a question for clarification, make a referral to staff or take action to have staff place a matter of business on a future agenda. The Council may take action on items listed on the Agenda.)

1. City Council
2. City Clerk
3. City Treasurer
4. City Attorney
5. City Manager

**ADJOURNMENT**



# CITY OF ATASCADERO CITY COUNCIL

## DRAFT MINUTES

Tuesday, September 24, 2024

City Hall Council Chambers, Fourth Floor  
6500 Palma Avenue, Atascadero, California

**City Council Regular Session:**

**6:00 P.M.**

### REGULAR SESSION — CALL TO ORDER: 6:00 P.M.

Mayor Moreno called the meeting to order at 6:02 P.M. and Council Member Dariz led the Pledge of Allegiance.

### ROLL CALL:

Present: Council Members Bourbeau, Dariz, Newson, Mayor Pro Tem Funk, and Mayor Moreno

Absent: None

Others Present: None

Staff Present: Deputy City Manager/City Clerk Lara Christensen, Administrative Services Director Jeri Rangel, City Attorney Dave Fleishman, Police Chief Dan Suttles, Public Works Director Nick DeBar, and Deputy City Manager – IT Luke Knight

### A. CONSENT CALENDAR:

#### 1. **City Council Draft Minutes – September 10, 2024, Regular Meeting**

- **Recommendation:** Council approve the September 10, 2024, Draft City Council Regular Meeting Minutes. [City Clerk]

#### 2. **July 2024 Accounts Payable and Payroll**

- **Fiscal Impact:** \$8,423,473.84
- **Recommendation:** Council approve certified City accounts payable, payroll and payroll vendor checks for July 2024. [Administrative Services]

#### 3. **August 2024 Accounts Payable and Payroll**

- **Fiscal Impact:** \$6,990,874.62.
- **Recommendation:** Council approve certified City accounts payable, payroll and payroll vendor checks for August 2024. [Administrative Services]

**PUBLIC COMMENT:**

***Mayor Moreno opened the Public Comment period.***

The following persons spoke on this item: None.

***Mayor Moreno closed the Public Comment period.***

**MOTION BY:** Bourbeau

**SECOND BY:** Newsom

**1. Approve the Consent Calendar**

AYES (5): Bourbeau, Dariz, Newsom, Funk, and Moreno

***Passed 5-0***

**UPDATES FROM THE CITY MANAGER:**

Deputy City Manager Christensen gave an update on projects and events within the City.

**COMMUNITY FORUM:**

The following persons spoke during Community Forum: Geoff Auslen and Richard Moen.

**B. PUBLIC HEARINGS: None.**

**C. MANAGEMENT REPORTS: None.**

**D. COUNCIL ANNOUNCEMENTS AND COMMITTEE REPORTS:**

The following Council Members gave brief update reports on their committees since their last Council meeting:

Mayor Moreno

Mayor Moreno noted attending an event regarding support of Proposition 36.

Mayor Pro Tem Funk

Mayor Funk congratulated ECHO on successfully housing almost 180 individuals so far in 2024 and preventing homelessness for an additional 70 plus individuals.

Council Member Bourbeau

1. City of Atascadero Finance Committee
2. City / Schools Committee
3. Integrated Waste Management Authority (IWMA)
4. County Mayors Round Table (on behalf of Mayor Moreno)

Council Member Dariz

1. Visit SLO CAL Advisory Committee

Council Member Newsom

1. City of Atascadero Finance Committee
2. City / Schools Committee

**E. INDIVIDUAL DETERMINATION AND / OR ACTION: None**

**ADJOURNMENT:**

Mayor Moreno adjourned the meeting at 6:25 P.M.

**MINUTES PREPARED BY:**

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Lara K. Christensen  
City Clerk

**APPROVED:**



# CITY OF ATASCADERO

## CITY COUNCIL STAFF REPORT

Item A2

**Department:** Public Works  
**Date:** 10/8/2024  
**Placement:** Consent

**TO:** JAMES R. LEWIS, CITY MANAGER

**FROM:** NICK DE BAR, DIRECTOR OF PUBLIC WORKS/CITY ENGINEER

**PREPARED BY:** RYAN HAYES, DEPUTY DIRECTOR OF PUBLIC WORKS

**SUBJECT:** FY2024-25 Budget Adjustment for 2025 Measure F-14 Pavement Rehabilitation Project

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### RECOMMENDATION:

Council authorize the Administrative Services Director to allocate an additional \$100,000 from Measure F-14 Funds to the Fiscal Year 2024-25 budget for the 2025 Measure F-14 Pavement Rehabilitation Project (Project No. C2024R01) for an adjusted Fiscal Year 2024-25 project budget of \$250,000.

### REPORT IN BRIEF:

This report discusses the need to allocate additional funding to the Fiscal Year (FY) 2024-25 Budget for the design phase of the 2025 Measure F-14 Pavement Rehabilitation Project (2025 F-14 Rehab. Project).

### DISCUSSION:

A professional services agreement for \$208,950 was awarded by Council on July 9, 2024 to Rick Engineering (Rick) to provide design engineering and prepare bidding documents for the 2025 F-14 Rehab. Project. This work is anticipated to be completed prior to the end of FY2024-25 after the bid phase of the project is done. The current budget includes \$50,000 in FY2023-24 and \$100,000 in FY2024-25 for a total of \$150,000, leaving a project budget shortfall of \$68,950. Unfortunately, this deficiency was an oversight by staff when the Council awarded the agreement to Rick in July 2024. Staff believes that Rick's proposed fee of \$208,950 is reasonable and fair.

The current budget's five-year Capital Improvement Plan (CIP) has \$2,800,000 allocated for the 2025 F-14 Rehab. Project. Typically, the CIP includes funding allocations for F-14 pavement rehabilitation projects over three fiscal years; \$50,000 in the first year for geotechnical investigations, design costs and a portion of construction costs in the second year, and the remaining construction costs in the third year. Design costs for these types of projects are commonly 15 to 20% of construction costs.



The 2025 F-14 Rehab. Project budget of \$2,800,000 has sufficient funds to cover the FY2024-25 shortfall, but these funds are currently not available until FY2025-26. Staff is recommending that an additional \$100,000 of Measure F-14 funds from the overall project budget be allocated to FY2024-25 to allow for engineering design to be completed in Spring 2025 with construction commencing during Summer/Fall 2025. The advancement of \$100,000 will provide a design phase budget of \$250,000 which will also cover any design contingencies that may occur.

**ALTERNATIVES TO THE STAFF RECOMMENDATION:**

Council may elect to keep funds in the fiscal years as currently budgeted. Staff does not recommend this alternative as it would push out completion of design, and subsequent project bid and construction into the fall and winter of 2025.

**FISCAL IMPACT:**

Approving staff's recommendation will result in additional expenditures up to \$100,000 from Measure F-14 Funds to the 2025 Measure F-14 Pavement Rehabilitation Project.

**REVIEWED BY OTHERS:**

This item has been reviewed by the Administrative Services Director.

**REVIEWED AND APPROVED FOR COUNCIL AGENDA**



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James R. Lewis, City Manager

**ATTACHMENT(S):**

None



# CITY OF ATASCADERO

## CITY COUNCIL STAFF REPORT

Item C1

**Department:** Community Services  
& Promotions  
**Date:** 10/8/24  
**Placement:** Management Report

**TO:** JAMES R. LEWIS, CITY MANAGER  
**FROM:** TERRIE BANISH, DIRECTOR COMMUNITY SERVICES & PROMOTIONS  
**PREPARED BY:** TERRIE BANISH, DIRECTOR COMMUNITY SERVICES &  
PROMOTIONS  
**SUBJECT:** City of Atascadero Marketing Update

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### RECOMMENDATION:

Council receive and file marketing update.

### DISCUSSION:

The City of Atascadero's Marketing plan is designed to support the vision and brand that has been defined as "Simply Genuine", capturing our authentic, friendly, hometown feel. The goal of the City's marketing plan is to promote both private and public assets, events that appeal to local and county residents, and to encourage visitors who are already here, to "stay, spend and enjoy" in our City. The plan is designed to implement these goals by keeping the City's businesses and assets top-of-mind through an ongoing advertising campaign, growing existing events, and establishing new events that appeal to our target audience.

This marketing update will review the promotions area and event portfolio capturing what has been accomplished over the past fiscal year 2023-2024. The update will also provide a quick recap and look ahead for the current fiscal year 2024-2025 for both Atascadero Tourism Business Improvement District (ATBID) and the City.

Staff's oral presentation will provide an overview of marketing performance through our website analytics. There will also be an oral presentation from Verdin Marketing providing an update on the ATBID Tourism Marketing efforts.

**FISCAL IMPACT:** None.

**ALTERNATIVE:**

The City Council may provide staff direction on feedback with our Marketing Update along with any desired adjustments to the advertising or the event schedule.

**REVIEWED BY OTHERS:**

This item has been reviewed by the Administrative Services Director.

**REVIEWED AND APPROVED FOR COUNCIL AGENDA**



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James R. Lewis, City Manager

**ATTACHMENT(S):**

None



# CITY OF ATASCADERO

## CITY COUNCIL STAFF REPORT

Item C2

**Department:** Community Services  
& Promotions  
**Date:** 10/8/24  
**Placement:** Management Report

**TO:** JAMES R. LEWIS, CITY MANAGER  
**FROM:** TERRIE BANISH, DIRECTOR COMMUNITY SERVICES & PROMOTIONS  
**PREPARED BY:** TERRIE BANISH, DIRECTOR COMMUNITY SERVICES & PROMOTIONS

**SUBJECT:** Atascadero Tourism Business Improvement District (ATBID) Increase in Assessment from 2% to 2.5% (Notice of Intention)

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### RECOMMENDATIONS:

Council:

1. Approve the modified ATBID Annual Report.
2. Adopt Draft Resolution declaring intent to levy an increased Business Improvement District assessment on lodging businesses within the Atascadero Tourism Business Improvement District, and setting a public meeting for December 2, 2024, and a public hearing for December 10, 2024.

### DISCUSSION:

The City of Atascadero established the Atascadero Tourism Business Improvement District (ATBID) to levy annual assessments under the Parking and Business Improvement Area Law of 1989, by adopting Title 3, Chapter 16 of the Atascadero Municipal Code in April 2013. The activities to be funded by the assessments, on lodging businesses within the ATBID, are tourism promotions and marketing programs to promote the City as a tourism destination. The formation and operation of a Tourism Business Improvement District is governed by the California Streets and Highways Code (Section 36500 et. Seq.). The budget for the ATBID is submitted in conjunction with the City's annual budget.

The City Council appointed ATBID Advisory Board Members to serve at the pleasure of the Council. The Advisory Board is made up of lodging business owners or employees, or other representatives holding the written consent of a lodging business owner within the ATBID area.

The Streets and Highways Code requires that the Advisory Board provide a specific report to the City Council annually for the expenditure of funds derived from the assessment paid by lodging businesses within the City. The Advisory Board did so in May, and the Council approved the report.

In September 2024, the ATBID Advisory Board met and approved a request to Council to increase the ATBID assessment from two percent (2%) to two and one-half percent (2.5%) effective January 1, 2025. The purpose of this increase is to help fund improvements and facilities at the Charles Paddock Zoo and adjacent areas with the purpose of providing for larger or more enhanced events thus increasing hotel stays in the City.

Under the revised ATBID annual report, ATBID revenue in fiscal year 2023-24 is expected to be approximately \$419,590, exceeding projected revenue of \$414,120 by \$5,470. In fiscal year 2024-25, revenue was projected to be approximately \$422,400, and expenses were projected to be \$432,470. The ATBID fund balance is projected to be \$749,870 at June 30, 2025. With the proposed increase in assessment from 2% to 2.5%, the anticipated ATBID revenue will increase by approximately \$46,500 through June 30, 2025, assuming collection of such additional assessments begins in mid-January 2025.

Because the change in the assessment rate requires adoption of an ordinance under Streets and Highways Code Section 36541(a), there are additional procedural steps needed that would not otherwise occur with the annual adoption of the ATBID assessment. Under Government Code Section 54954.6, the City Council must conduct both a public hearing on the proposed assessment increase, and a separate public meeting at which the public may provide testimony regarding the proposed increased assessment. There are specific timelines and noticing requirements for the public hearing and public meeting that are set forth in the resolution of intention.

Therefore, staff recommends the Council approve the revised ATBID report, adopt the Resolution of Intention, and set a date and time for the public meeting and public hearing. The purpose of the public hearing is to receive public comment prior to the adoption of the ordinance revising the assessment rate and prior to the assessment being collected. The purpose of the separate meeting is to provide testimony regarding the proposed increased assessment in conformity with Government Code Section 54954.6. The first reading of the ordinance increasing the assessment rate would occur at this separate public meeting, with the second reading and adoption of the ordinance and the assessment protest hearing occurring at the public hearing. Staff is proposing that the separate public meeting be conducted on December 2, 2024, and the public hearing at the regular City Council meeting scheduled for December 10, 2024. The ordinance would then become effective January 9, 2025.

### **FISCAL IMPACT:**

None at present. Should there be insufficient protests from the businesses to be assessed, and should the ordinance go into effect, additional ATBID revenues in an estimated amount of \$46,500 through June 30, 2025.

**ALTERNATIVE:**

Council may choose to not proceed with the requested increase to the ATBID assessment, in which case the current annual ATBID report would govern the activities to be conducted with ATBID assessments through the end of the current fiscal year.

**REVIEWED BY OTHERS:**

This item has been reviewed by the Administrative Services Director.

**REVIEWED AND APPROVED FOR COUNCIL AGENDA**



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James R. Lewis, City Manager

**ATTACHMENT(S):**

1. Modified ATBID Annual Report
2. Draft Resolution

## EXHIBIT A

### Modified ATBID Annual Report Fiscal Year 2024-2025

*(Pursuant to Streets & Highways Code Section 36533)*

1. Proposed activities, programs and projects for the fiscal year:
  - Contract Services
    - Marketing Firm
    - Administration Services
  - Marketing Plan
  - Maintenance of Visual Assets
    - Photography & Content
    - Creative Services
  - Digital Marketing
    - Website Content & Updates (i.e., Visit Atascadero; SLO CAL)
    - Social Media
  - Advertising
    - Print & Promotional Items
    - Digital
    - Reactive & Co-op Opportunities
  - Public Relations
    - Group FAM (familiarization tours for journalists, tour operators and meeting & event coordinators)
    - Individual Journalist Hosted Itineraries; Attend conferences.
    - Press Releases
  - Tour & Travel
    - Collaboration with CCTC FAMs
    - Collaboration with Visit CA FAMs
    - Collaboration with SLO CAL FAMs
  - Consumer Outreach
    - Event Sponsorships Opportunities
    - Event Marketing
    - Email Marketing
  - Physical Improvements to the Charles Paddock Zoo and adjacent areas in Lake Park to drive events, tourism, and additional hotel stays
  - Administration of TBID fund
2. Approximate cost of such activities, programs and projects for the fiscal year is projected to be \$478,970.
3. Amount of fund balance as of June 30, 2024, is projected to be \$740,152.
4. Estimated fund balance for June 30, 2025, is budgeted at \$749,870.
5. Contributions received other than assessments:
  - Estimated interest income of \$19,400 for fiscal year 2023/24.
  - Estimated interest income for fiscal year 2024/25 is budgeted at \$19,790.

## DRAFT RESOLUTION

### **RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ATASCADERO, CALIFORNIA, DECLARING ITS INTENTION TO LEVY AN INCREASED ASSESSMENT ON LODGING BUSINESSES WITHIN THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT, PURSUANT TO STREETS & HIGHWAYS CODE SECTION 36500 ET SEQ.**

**WHEREAS**, the City of Atascadero (“City”) has formed the Atascadero Tourism Business Improvement District (“ATBID”), pursuant to Section 36500 of the Streets & Highways Code of the State of California; and

**WHEREAS**, the City Council has previously received an annual report pursuant to Section 36533 of said Code; and

**WHEREAS**, the City Council approved said report and adopted a resolution of intention pursuant to Section 36534, setting the assessment at two percent (2%) of the rent charged by the business per occupied room or space per night for transient occupancies; and

**WHEREAS**, on September 11, 2024, the ATBID Advisory Board recommended a request to the City Council to increase the assessment from two percent (2%) to two and one-half percent (2.5%) of the rent charged by the business per occupied room or space per night for transient occupancies to help fund improvements and facilities at the Charles Paddock Zoo and adjacent areas with the purpose of increasing hotel stays in the City; and

**WHEREAS**, the City Council has received the revised ATBID Advisory report which details the additional activities to be funded by the proposed increase in the assessment rate; and

**WHEREAS**, Streets and Highways Code Section 36541(a) provides that the City Council shall modify the basis and method of levying the ATBID assessment by ordinance; and

**WHEREAS**, Streets and Highways Code Section 36541(b) provides that the City Council shall adopt a resolution of intention which states the proposed modification of the basis and method of levying the ATBID assessment; and

**WHEREAS**, Streets and Highways Code Section 36541(b) requires a public hearing be set for the proposed modification in conformity with Streets and Highways Code Sections 36524 and 36525 and Government Code Section 54954.6; and

**WHEREAS**, Government Code Section 54954.6 requires a separate public meeting to allow public testimony regarding the proposed increased assessment no earlier than seven days in advance of the public hearing.

**NOW, THEREFORE BE IT RESOLVED**, by the City Council of the City of Atascadero:

**SECTION 1.** The City Council hereby accepts modified ATBID Advisory Board report attached hereto as Exhibit “A” and declares its intent to modify the basis and method of



assessments within the Atascadero Tourism Business Improvement District for Fiscal Year 2024-2025 from two percent (2%) to two and one-half percent (2.5%).

**SECTION 2.** The ATBID includes all of the lodging businesses, including hotels, motels, bed and breakfasts, and each business defined as a “hotel” in Section 3-3.02 of Chapter 3 (Transient Occupancy Tax) of the Atascadero Municipal Code (“Lodging Businesses”) within the corporate boundaries of the City.

**SECTION 3.** The activities to be funded by the levy of assessments against Lodging Businesses within the ATBID are tourism promotions and marketing programs to promote the City as a tourism destination and projects, programs, and activities that benefit Lodging Businesses located and operating within the boundaries of the ATBID. The proposed activities will primarily be targeted at increasing transient stays at Lodging Businesses.

**SECTION 4.** The City Council sets December 2, 2024, as the date of the public meeting on the proposed increase to the basis and method of assessments. The public meeting will be held at 6:00 p.m. or as soon thereafter as practicable, in the City of Atascadero Council Chambers, 6500 Palma Ave., Atascadero, California 93422.

**SECTION 5.** The City Council sets December 10, 2024, as the date of the public hearing on the proposed increase to the basis and method of assessments. The public hearing will be held at 6:00 p.m. or as soon thereafter as practicable, in the City of Atascadero Council Chambers, 6500 Palma Ave., Atascadero, California 93422.

**SECTION 6.** A protest may be made orally or in writing by any owner of a Lodging Business that is within the ATBID boundaries and subject to the ATBID assessment. Written protests must be received by the City Clerk, City of Atascadero, before the close of the public hearing on December 10, 2024, and may be delivered or mailed to the City Clerk, Atascadero, 6500 Palma Ave., Atascadero, California 93422. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.

**SECTION 7.** Further information regarding the proposed ATBID may be obtained from the City Manager’s Office, City of Atascadero, 6500 Palma Ave., Atascadero, CA 93422.

**SECTION 8.** The City Clerk is directed to provide notice of the public hearing on the proposed ATBID assessment by causing this resolution to be published once in a newspaper of general circulation in the City not less than seven days before said public hearing. The City Clerk is further directed to transmit such copies of this resolution by mail as are required by Streets and Highways Code Section 36523.5 and Government Code Section 54954.6.

**PASSED AND ADOPTED** at a regular meeting of the City Council held on the 8th day of October, 2024.

On motion by Council Member \_\_\_\_\_ and seconded by Council Member \_\_\_\_\_, the foregoing Resolution is hereby adopted in its entirety on the following roll call vote:

- AYES:
- NOES:
- ABSENT:
- ADOPTED:

CITY OF ATASCADERO

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Heather Moreno, Mayor

ATTEST:

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Lara K. Christensen, City Clerk

## EXHIBIT A

### Modified ATBID Annual Report Fiscal Year 2024-2025

*(Pursuant to Streets & Highways Code Section 36533)*

1. Proposed activities, programs and projects for the fiscal year:
  - Contract Services
    - Marketing Firm
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  - Marketing Plan
  - Maintenance of Visual Assets
    - Photography & Content
    - Creative Services
  - Digital Marketing
    - Website Content & Updates (i.e., Visit Atascadero; SLO CAL)
    - Social Media
  - Advertising
    - Print & Promotional Items
    - Digital
    - Reactive & Co-op Opportunities
  - Public Relations
    - Group FAM (familiarization tours for journalists, tour operators and meeting & event coordinators)
    - Individual Journalist Hosted Itineraries; Attend conferences.
    - Press Releases
  - Tour & Travel
    - Collaboration with CCTC FAMs
    - Collaboration with Visit CA FAMs
    - Collaboration with SLO CAL FAMs
  - Consumer Outreach
    - Event Sponsorships Opportunities
    - Event Marketing
    - Email Marketing
  - Physical Improvements to the Charles Paddock Zoo and adjacent areas in Lake Park to drive events, tourism, and additional hotel stays
  - Administration of TBID fund
2. Approximate cost of such activities, programs and projects for the fiscal year is projected to be \$478,970.
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