



**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 the Club Room on the Fourth 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.



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

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## **AGENDA**

**Wednesday, October 16, 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, Vacant  
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 – September 11, 2024, Special Meeting Minutes**

- Recommendation: ATBID Advisory Board approve the September 11, 2024, Special Meeting Draft Action Minutes. [City]

### **B. BUSINESS ITEMS:**

#### **1. Hotel Beds & Visit California Co-op Campaign**

- Fiscal Impact: Up to \$5,600.
- Recommendation: ATBID Advisory Board discuss and provide staff direction to participate in the Hotel Beds & Visit California Co-op campaign provided by Visit SLO CAL. [Verdin Marketing]

#### **2. DRIVE Event – New Educational Opportunity for the Tourism Industry**

- Fiscal Impact: Up to \$7,500.
- Recommendation: ATBID Advisory Board discuss and provide staff direction to participate in the Drive Program on March 26, 2025. [Full Cup Solutions]

#### **3. Central Coast Cider Festival 2024 Event Recap & 2025 Sponsorship Event Renewal Request**

- Fiscal Impact: Up to \$7,500 for renewal.
- Recommendations: ATBID Advisory Board:
  1. Receive and file recap of 2024 event summary and improvements year over year.
  2. Discuss and provide staff direction for continued renewal into 2025. [En Fuego Events/ Cider Fest Association]

**4. Atascadero Fall Fest Event Update & Transportation Opportunity**

- Fiscal Impact: Up to \$3,000 for Transportation.
- Recommendations: ATBID Advisory Board:
  1. Receive and file event update for Atascadero Fall Festival.
  2. Review new transportation opportunity and provide staff direction in level of participation. [En Fuego Events]

**5. Atascadero Chamber of Commerce Central Coast Wine Passport Program**

- Fiscal Impact: Up to \$5,000
- Recommendation: ATBID Advisory Board discuss and provide staff direction on level of support for the Atascadero Chamber of Commerce Central Coast Wine Passport program. [Atascadero Chamber]

**6. Budget Reports and Performance Metrics**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the Budget Reports and Performance Metrics. [City]

**7. Election of Vice Chairperson for the Atascadero Tourism Business Improvement District (ATBID) Advisory Board**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board elect one member to serve as Vice Chairperson for the ATBID Advisory Board. [City]

**C. COMMITTEE REPORTS:**

**1. Website Ad Hoc Committee Report Update**

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

**2. Budget Ad Hoc Committee Report Update**

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

**D. UPDATES:**

1. Visit SLO CAL Board & 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)

1. Vice Chair Board Vacancy next steps (November 2024).
2. Review & amend ATBID Bylaws to include voting format for Lodging Owners for Board Terms. (November 2024).
3. Review Monthly vs. Quarterly TOT reporting. (November 2024)
4. Jump on the School Bus Fair Transportation Renewal (March 2025).
5. Marketing 5-Year Contract Renewal RFP (November 2024 or January 2025).

**G. ADJOURNMENT:**