



## ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

# MINUTES

Wednesday, April 17, 2024, at 2:30 P.M.

Atascadero City Hall - 6500 Palma Avenue, Room 202  
Atascadero, California

### CALL TO ORDER:

Chairperson Harden called the meeting to order at 2:34 P.M.

### ROLL CALL:

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

Vacant: One vacancy

Absent: Board Member Tom O'Malley

Staff Present: Director of Community Services & Promotions Terrie Banish and Administrative Assistant/Deputy City Clerk Dillon James

**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 – March 20, 2024

- Recommendation: ATBID Advisory Board approve the March 20, 2024, Regular Meeting Draft Action Minutes. [City Staff]

MOTION BY: Ketchum

SECOND BY: Sohi

#### 1. Approve consent calendar.

AYES (3): Sohi, Ketchum, and Harden

VACANT (1)

ABSENT (1): O'Malley

***Passed 3-0***

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**B. BUSINESS ITEMS:**

**1. Marketing Services Contract Renewal**

- Fiscal Impact: Estimated \$245,000 annually based on scope of work proposal.
- Recommendation: ATBID Advisory Board:
  1. Review proposed Marketing Scope of Work.
  2. Provide staff direction for the one-year contract extension (4 out of 4 one-year extensions) for Verdin Marketing Services in the 2024-2025 fiscal year.  
[Verdin Marketing]

Mary Verdin with Verdin Marketing presented this item and answered questions from the Advisory Board. Riley Grim and Devan Spiegel also answered questions from the Advisory Board.

**PUBLIC COMMENT:**

*Chairperson Harden opened public comment.*

The following citizens provided public comment on this item: None.

*Chairperson Harden closed public comment.*

**MOTION BY:** Sohi  
**SECOND BY:** Ketchum

- 1. Approve proposed Marketing Scope of Work and approve fourth out of four one-year contract extensions for Verdin Marketing Services in the 2024-2025 fiscal year.**

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

***Passed 4-0***

**2. Visit SLO CAL Co-op Opportunities for 2024-2025**

- Fiscal Impact: Up to \$27,750.
- Recommendation: ATBID Advisory Board review and provide staff direction on the 2024-2025 SLO CAL Co-op Opportunities. [Visit SLO CAL/Verdin]

Matt Halvorson with Visit SLO CAL 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: Mary Verdin, Sarah Maggelet, and Jeffrey Lemus.

*Chairperson Harden closed public comment.*

**MOTION BY:** Ketchum  
**SECOND BY:** Sohi

- 1. Approve 2024-2025 Visit SLO CAL Co-op Opportunities up to \$27,750.**

**AYES (3):** Sohi, Ketchum, and Harden  
**VACANT (1)**

ABSENT (1): O'Malley

**Passed 3-0**

**3. Quarterly Marketing Report**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file Verdin Marketing's Quarterly Marketing Report for Q3 2024. [Verdin Marketing]

Director of Community Services & Promotions Terrie Banish presented this item and answered questions from the Advisory Board. Mary Verdin also 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 Quarterly Marketing Report was received and filed.***

**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 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: Matt Halvorson.

***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. Central Coast Cider Festival Event Update. (May)
2. 2024-2025 ATBID Annual Assessment. (May)

**F. ADJOURNMENT**

Chairperson Harden adjourned the meeting at 4:15 P.M.

**MINUTES PREPARED BY:**

*for* *Demie Bauwsh*  
Dillon James  
Deputy City Clerk

**APPROVED:** May 15, 2024