



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

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# MINUTES

Wednesday, May 15, 2024, at 2:30 P.M.

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

## CALL TO ORDER:

Vice Chairperson Ketchum called the meeting to order at 2:35 P.M.

## ROLL CALL:

Present: Board Members Tom O'Malley and Amar Sohi, and Vice Chairperson Corina Ketchum

Vacant: One vacancy

Absent: Chairperson Patricia Harden

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.

*Vice Chairperson Ketchum opened the Public Comment period.*

The following citizens provided public comment: None.

*Vice Chairperson Ketchum closed the Public Comment period.*

## A. CONSENT CALENDAR

### 1. ATBID Advisory Board Draft Action Minutes – April 17, 2024

- Recommendation: ATBID Advisory Board approve the April 17, 2024, Regular Meeting Draft Action Minutes. [City Staff]

**MOTION BY:** Sohi

**SECOND BY:** O'Malley

### 1. Approve consent calendar.

AYES (3): O'Malley, Sohi, and Ketchum

VACANT (1)

ABSENT (1): Harden

**Passed 3-0**

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**B. BUSINESS ITEMS:**

**1. “Christmas at the Ranch” Santa Margarita 2024 Event Sponsorship Application**

- Fiscal Impact: Up to \$7,500.
- Recommendation: ATBID Advisory Board review and provide staff direction on the sponsorship request for the December 2024 “Christmas at the Ranch” Santa Margarita event. [Santa Margarita Ranch]

Steve Rossi with Santa Margarita Ranch presented this item and answered questions from the Advisory Board.

**PUBLIC COMMENT:**

*Vice Chairperson Ketchum opened public comment.*

The following citizens provided public comment on this item: Jeffrey Lemus.

*Vice Chairperson Ketchum closed public comment.*

**MOTION BY:** O’Malley

**SECOND BY:** Sohi

**1. Approve \$7,500 sponsorship request for the December 2024 “Christmas at the Ranch” Santa Margarita event.**

AYES (3): O’Malley, Sohi, and Ketchum

VACANT (1)

ABSENT (1): Harden

*Passed 3-0*

**2. Central Coast Craft Beer Festival 2024 Event Recap & 2025 Event Sponsorship Renewal Request**

- Fiscal Impact: Up to \$5,000.
- Recommendation: ATBID Advisory Board:
  1. Receive and file recap of marketing results of the March 2024 Central Coast Craft Beer Festival.
  2. Approve sponsorship renewal request for the March 2025 Central Coast Craft Beer Festival. [Visit SLO CAL/Verdin]

Andres Nuno with En Fuego Events presented this item and answered questions from the Advisory Board.

**PUBLIC COMMENT:**

*Vice Chairperson Ketchum opened public comment.*

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

*Vice Chairperson Ketchum closed public comment.*

**MOTION BY:** Sohi

**SECOND BY:** O’Malley

**1. Approve \$5,000 sponsorship renewal request for the March 2025 Central Coast Craft Beer Festival.**

AYES (3): O'Malley, Sohi, and Ketchum

VACANT (1)

ABSENT (1): Harden

***Passed 3-0***

**3. Central Coast Cider Festival 2024 Event Update**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file update of the Central Coast Cider Festival marketing and event update for August 2024. [Cider Festival]

Maggie Przybylski presented this item and answered questions from the Advisory Board.

**PUBLIC COMMENT:**

***Vice Chairperson Ketchum opened public comment.***

The following citizens provided public comment on this item:

***Vice Chairperson Ketchum closed public comment.***

***The Central Coast Cider Festival 2024 Event Update was received and filed.***

**4. Visit SLO CAL Sojern Review & 2024-24 Co-op Opportunity**

- Fiscal Impact: Up to \$10,000.
- Recommendation: ATBID Advisory Board:
  1. Review performance results of the Visit SLO CAL Sojern Co-op program.
  2. Review and provide staff direction on the upcoming 2024-2025 SLO CAL Sojern Co-op opportunity. [Visit SLO CAL/Verdin]

Brooke Wieck with Sojern presented this item and answered questions from the Advisory Board.

**PUBLIC COMMENT:**

***Vice Chairperson Ketchum opened public comment.***

The following citizens provided public comment on this item: Matt Halvorson.

***Vice Chairperson Ketchum closed public comment.***

**MOTION BY:** O'Malley

**SECOND BY:** Sohi

**1. Approve SLO CAL-Sojern Co-op opportunity up to \$10,000, with budgetary discretion delegated to Ashlee Akers of Verdin Marketing.**

AYES (3): O'Malley, Sohi, and Ketchum

VACANT (1)

ABSENT (1): Harden

***Passed 3-0***

**5. 2024-2025 ATBID Annual Assessment**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the 2024-2025 Annual Assessment for Visit Atascadero. [City]

Director of Community Services & Promotions Banish presented this item and answered questions from the Advisory Board.

**PUBLIC COMMENT:**

*Vice Chairperson Ketchum opened public comment.*

The following citizens provided public comment on this item:

*Vice Chairperson Ketchum closed public comment.*

*The 2024-2025 ATBID Annual Assessment was received and filed.*

**6. 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 Banish and Marketing Consultant Ashlee Akers presented this item and answered questions from the Advisory Board.

**PUBLIC COMMENT:**

*Vice Chairperson Ketchum opened public comment.*

The following citizens provided public comment on this item:

*Vice Chairperson Ketchum 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. Atascadero Chamber of Commerce Passport Program (June or August 2024).

**F. ADJOURNMENT**

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

**MINUTES PREPARED BY:**

*Jessie Bauosh*

for Dillon James  
Deputy City Clerk

**APPROVED:** June 19, 2024