



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

**MINUTES
SPECIAL MEETING
ATBID Advisory Board Workshop**

Wednesday, May 15, 2024, at 1:00 P.M.

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

CALL TO ORDER:

Vice Chairperson Ketchum called the meeting to order at 1:12 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: Andres Nuno and Darin Feichter.

Vice Chairperson Ketchum closed the Public Comment period.

ATBID ADVISORY BOARD WORKSHOP:

1. Review of ATBID Marketing Strategy, Implementation, and Goals

ATBID Advisory Board review, discuss, and provide direction as appropriate for the above topic.

Director of Community Services & Promotions Banish led the Advisory Board through a workshop discussion of ATBID marketing strategy, implementation, and goals. Ashlee Akers and Riley Grim of Verdin Marketing also discussed the above topics with the Advisory Board.

ADJOURNMENT TO REGULAR MEETING:

Vice Chairperson Ketchum adjourned the meeting at 2:31 P.M.

MINUTES PREPARED BY:



for
Dillon James
Deputy City Clerk

APPROVED: June 19, 2024