



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

# MINUTES

Wednesday, June 19, 2024, at 2:30 P.M.

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

## CALL TO ORDER:

Vice Chairperson Harden called the meeting to order at 2:33 P.M.

## ROLL CALL:

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

Vacant: One vacancy

Absent: None

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 – May 15, 2022, Special and Regular Meeting Minutes

- Recommendation: ATBID Advisory Board approve the May 15, 2024, Special and Regular Meeting Draft Action Minutes. [City Staff]

**MOTION BY:** Sohi

**SECOND BY:** Ketchum

### 1. Approve consent calendar.

AYES (4): O'Malley, Sohi, Ketchum, Harden

VACANT (1)

ABSENT (0)

**Passed 4-0**

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**B. BUSINESS ITEMS:**

**1. Jump on the School Bus Lodging Property Transportation Opportunity for 2024 Mid State Fair**

- Fiscal Impact: Up to \$47,250.
- Recommendation: ATBID Advisory Board review and provide staff direction for the Jump on the School Bus transportation opportunity for ATBID lodging property guests during the 2024 Mid-State Fair. [Jump on the School Bus]

Darin with Jump on the School Bus presented this item and answered questions from the Advisory Board.

**PUBLIC COMMENT:**

*Vice Chairperson Harden opened public comment.*

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

*Vice Chairperson Harden closed public comment.*

**MOTION BY:** O'Malley

**SECOND BY:** Sohi

- 1. Approve \$8,640, 4 days and 3 pick-up sites for hotel guests only as a test for the Jump on the Bus Program.**

AYES (4): O'Malley, Sohi, Harden and Ketchum

VACANT (1)

ABSENT (0)

***Passed 4-0***

**2. California Welcome Center ATBID-City Shared Sponsorship Opportunity**

- Fiscal Impact: Up to \$10,000.
- Recommendation: ATBID Advisory Board review and provide staff direction on the 2024 California Welcome Center shared sponsorship opportunity with the City. [City/South County Chamber of Commerce]

Jeff Chambers with South County Chamber of Commerce presented this item and answered questions from the Advisory Board.

**PUBLIC COMMENT:**

*Chairperson Hardin opened public comment.*

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

*Chairperson Hardin closed public comment.*

**MOTION BY:** O'Malley

**SECOND BY:** Ketchum

- 1. Approve \$2,500 sponsorship from ATBID with the other \$2,500 sponsorship promoting the Zoo for the California welcome center ATBID-City.**

AYES (4): O'Malley, Sohi, Hardin and Ketchum

VACANT (1)

ABSENT (0)

***Passed 4-0***

**3. Budget Ad Hoc Committee Nominations for 2024-2025 Fiscal Year**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board:
  - a. Nominate two Board Members to review the budget details for the 2024-2025 fiscal year.
  - b. Provide staff direction on spending limits that do not require ATBID approval and set those limits at \$500, \$1,000, or \$2,000. [ATBID/City Staff]

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:

*Chairperson Harden closed public comment.*

**MOTION BY:** O'Malley

**SECOND BY:** Sohi

1. Nominated two Board members, Tom O'Malley & Amar Sohi to be on the Budget Ad Hoc Committee.
2. Approve spending limits up to \$2,000 that do not require ATBID Board approval.

AYES (4): O'Malley, Sohi, Hardin and Ketchum

VACANT (1)

ABSENT (0)

***Passed 4-0***

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

**PUBLIC COMMENT:**

*Chairperson Hardin opened public comment.*

The following citizens provided public comment on this item:

*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.**

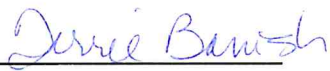
**E. FUTURE AGENDA ITEMS:**

1. Atascadero Chamber of Commerce Passport Program. (August 2024)
2. Verdin Marketing present annual marketing report with goal setting trends and past performances. (August 2024)
3. Review & Amend ATBID Bylaws to include voting format for Lodging Owners to follow when Board Members term out. (September 2024)
4. Review how events are classified in the budget and what is applied to the opportunities fund. (September 2024).
5. Discuss opportunities to support the Zoo, whether it be TOT or increase the hotelier assessment. (August 2024)

**F. ADJOURNMENT**

Chairperson Harden adjourned the meeting at 4:26 P.M.

**MINUTES PREPARED BY:**



Terrie Banish

Director of Community services & Promotions

**APPROVED:** August 21, 2024