



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

SPECIAL MEETING MINUTES

Wednesday, September 11, 2024, at 1:30 P.M.
Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California

CALL TO ORDER:

Chairperson Harden called the Special Meeting to order at 1:31 P.M.

ROLL CALL:

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

Absent: Board Member Jeffrey Lemus

Staff Present: Director of Community Services & Promotions Terrie Banish, City Manager Jim Lewis and Website & Social Media Technician Amanda Muther

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Amanda Wittstrom Higgins

Board Member Lemus arrived at 1:33 P.M.

Chairperson Harden closed public comment.

A. CONSENT CALENDAR:

1. ATBID Board Draft Action Minutes – August 21, 2024, Regular Meeting Minutes

- **Recommendation:** ATBID Advisory Board approve the August 21, 2024, Regular Meeting Draft Action Minutes. [City Staff]

Before the motion, Director of Community Services & Promotions Banish advised the Board of a clerical error in the Draft Action Minutes that staff had already corrected in the final Minutes document.

MOTION BY: Sohi

SECOND BY: Ketchum

1. Approve consent calendar.

AYES (5): Lemus, O'Malley, Sohi, Ketchum, Harden

ABSENT (0):

Passed 5-0

Atascadero Tourism Business Improvement District Advisory Board

September 11, 2024

Page 1 of 4

B. BUSINESS ITEMS:

1. 2024-2025 ATBID Annual Assessment Amendment

- Fiscal Impact: None.
- Recommendations: ATBID Advisory Board to
 1. Request that the City Council modify the Management District Plan to increase the assessment levied from 2% to 2.5% beginning January 1, 2025.
 2. Direct staff to submit letter on behalf of the ATBID Advisory Board to the City Council requesting to modify the Management Plan as detailed above. [City]

Director of Community Services & Promotions Banish presented the item and answered questions from the Advisory Board. City Manager Lewis also answered questions from the Board.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Rachelle Rickard

Chairperson Harden closed public comment.

MOTION BY: O'Malley

SECOND BY: Ketchum

1. Request that the City Council modify the Management District Plan to increase the assessment levied from 2% to 2.5% beginning January 1, 2025.
2. Direct staff to submit letter on behalf of the ATBID Advisory Board to the City Council requesting to modify the Management Plan as detailed above.

AYES (5): Lemus, O'Malley, Sohi, Ketchum, Harden

ABSENT (0):

Passed 5-0

2. Marketing Campaign Update

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board review and file the new marketing campaign update. [Verdin]

Marketing Consultant Ashlee Akers and Creative Director Riley Grim with Verdin Marketing presented the item and 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.

The new marketing campaign update was reviewed and filed.

3. Event Sponsorship Program Classification for Budgeting and Renewal Guidelines.

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board to discuss and provide staff direction for event sponsorship program classification for budgeting and criteria for funding event renewals. [City]

Director of Community Services & Promotions Banish presented the item and 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.

The Advisory Board provided staff with feedback on event sponsorship program criteria on event renewals. Staff to present revised criteria to the Board at a future meeting for review.

4. Budget Overview, STR and Monthly Report

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the Budget Overview, STR and Monthly Report. [City/Verdin]

Director of Community Services & Promotions Banish and Marketing Consultant Ashlee Akers presented the item and answered questions from the Advisory Board. Matt Halvorson with Visit SLO CAL also answered questions from the Board.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

The Budget Overview, STR and Monthly Reports were received and filed.

Board Member Lemus left the meeting at 3:10 P.M.

C. COMMITTEE REPORTS:

1. Budget Ad Hoc Committee Report Update

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

Director of Community Services & Promotions Banish introduced the item. Board Member O'Malley presented the item and 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.

2. Website Ad Hoc Committee Report Update

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

Director of Community Services & Promotions Banish introduced the item and Marketing Consultant Ashlee Akers advised the Board of an upcoming Visit Atascadero website refresh meeting that would inform the Ad Hoc Committee's future discussions on this topic.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

D. 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]

E. BOARD MEMBER COMMENTS: None.

F. FUTURE AGENDA ITEMS: (This section set aside for open discussion on future agenda items)

- a. Atascadero Chamber of Commerce Passport Program. (October 2024)
- b. Atascadero Fall Festival Event Update. (October 2024)
- c. Cider Festival Event Recap and 2025 Renewal request. (October 2024)
- d. Drive Program request to present. (October 2024)
- e. Review Monthly vs. Quarterly TOT reporting. (November 2024)
- f. Review & Amend ATBID Bylaws to include voting format for Lodging Owners for Board Terms. (November 2024)
- g. Jump on the School Bus Fair Transportation Renewal. (March 2025)

G. ADJOURNMENT:

Chairperson Harden adjourned the meeting at 3:28 P.M.

MINUTES PREPARED BY:



Terrie Banish
Director of Community Services & Promotions

APPROVED: October 16, 2024