



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

SPECIAL MEETING MINUTES

Monday, November 18, 2024, at 4:00 P.M.
Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California

CALL TO ORDER:

Chairperson Harden called the Special Meeting to order at 4:02 P.M.

ROLL CALL:

Present: Chairperson Patricia Harden, Vice Chairperson Tom O'Malley and Board Member Jeffrey Lemus

Absent: Board Member Amar Sohi

Vacancy: One Board Member position

Staff Present: Director of Community Services & Promotions Terrie Banish, Recreation Coordinator Ashley Zamora

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

A. CONSENT CALENDAR: None.

B. BUSINESS ITEMS:

1. Visit SLO CAL Local Tourism Economic Impact & Forecast Co-op Opportunity

- Fiscal Impact: Up to \$13,000.
- Recommendation: ATBID Advisory Board discuss and provide direction to staff on participation in the Lodging Forecast and Economic Impact Study Co-op campaign provided by Visit SLO CAL.

Director of Community Services & Promotions Banish and Matt Halvorson from Visit SLO CAL 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.

MOTION BY: O'Malley

SECOND BY: Lemus

1. Approved funding of the Lodging Forecast.

AYES (3): O'Malley, Lemus, Harden

ABSENT (1): Sohi

VACANT (1)

Passed 3-0

C. BOARD MEMBER COMMENTS: None.

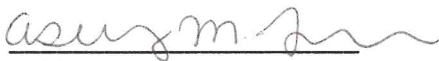
D. FUTURE AGENDA ITEMS: (This section set aside for open discussion on future agenda items)

1. Board member Vacancy next steps (December 2024).
2. Review & amend ATBID Bylaws to include voting format for Lodging Owners for Board Terms. (January 2025).
3. Review Monthly vs. Quarterly TOT reporting. (January 2025)
4. Jump on the School Bus Fair Transportation Renewal (March 2025).
5. Marketing 5-Year Contract Renewal RFP (January 2025).

E. ADJOURNMENT:

Chairperson Harden adjourned the meeting at 4:40 P.M.

MINUTES PREPARED BY:



Ashley Zamora
Recreation Coordinator

APPROVED: December 4, 2024