



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

MINUTES

Wednesday, October 16, 2024, at 2:30 P.M.
Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California

CALL TO ORDER:

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

ROLL CALL:

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

Vacant: One vacancy

Absent: Board Member Jeffrey Lemus

Staff Present: Website & Social Media Technician Amanda Muther

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Matthew Keefe and Karen McNamara (Exhibits A-D)

Chairperson Harden closed public comment.

A. CONSENT CALENDAR:

1. ATBID Board Draft Action Minutes – September 11, 2024, Special Meeting Minutes

- Recommendation: ATBID Advisory Board approve the September 11, 2024, Special Meeting Draft Action Minutes. [City]

MOTION BY: O'Malley

SECOND BY: Sohi

1. Approve consent calendar.

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

ABSENT (1): Lemus

VACANT (1)

Passed 3-0

B. BUSINESS ITEMS:

1. Hotel Beds & Visit California Co-op Campaign

- Fiscal Impact: Up to \$5,600.
- Recommendation: ATBID Advisory Board discuss and provide staff direction to participate in the Hotel Beds & Visit California Co-op campaign provided by Visit SLO CAL. [Verdin Marketing]

Marketing Consultant Ashlee Akers from Verdin Marketing presented the item and answered questions from the Board.

Board Member Lemus arrived at 2:41 pm.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

MOTION BY: Sohi

SECOND BY: O'Malley

- 1. Approve the Hotel Beds & Visit California Co-op campaign provided by Visit SLO CAL for up to \$5,600.**

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

ABSENT (0)

VACANT (1)

Passed 4-0

2. DRIVE Event – New Educational Opportunity for the Tourism Industry

- Fiscal Impact: Up to \$7,500.
- Recommendation: ATBID Advisory Board discuss and provide staff direction to participate in the Drive Program on March 26, 2025. [Full Cup Solutions]

Amanda Wittstrom-Higgins from Full Cup Solutions presented the item and answered questions from the Advisory Board. Marketing Consultant Ashlee Akers from Verdin Marketing and Website and Social Media Technician Amanda Muther 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.

MOTION BY: O'Malley

SECOND BY: Lemus

- 1. Approve participation in the Drive Program for \$7,500.**

AYES (2): Lemus, O'Malley
NOS (2): Sohi, Harden
ABSENT (0)
VACANT (1)

Failed 2-2

MOTION BY: O'Malley
SECOND BY: Sohi

1. **Approve funding for 50% of the requested \$7,500 if the City will fund the other 50%. If the City declines, the following criteria apply for holding a special meeting to reconsider the request:**
 - **A special meeting will not be held if the City provides no funding.**
 - **If the City agrees to fund a portion of the \$7,500, Amanda may ask the Chairperson to convene a special meeting to bring the event back before the Board for reconsideration.**

AYES (4): Lemus, O'Malley, Sohi, Harden
ABSENT (0)
VACANT (1)

Passed 4-0

3. Central Coast Cider Festival 2024 Event Recap & 2025 Sponsorship Event Renewal Request

- **Fiscal Impact:** Up to \$7,500 for renewal.
- **Recommendations:** ATBID Advisory Board:
 1. Receive and file recap of 2024 event summary and improvements year over year.
 2. Discuss and provide staff direction for continued renewal into 2025. [En Fuego Events/ Cider Fest Association]

Andres Nuno from En Fuego Events/Cider Fest Association presented the item and 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.

MOTION BY: Sohi
SECOND BY: Lemus

2. **Approve 2025 Central Coast Cider Festival sponsorship renewal for \$5,000.**

AYES (4): Lemus, O'Malley, Sohi, Harden
ABSENT (0)
VACANT (1)

Passed 4-0

Board Member Lemus left at 3:58 pm.

Board Member Lemus returned at 4:00 pm.

4. Atascadero Fall Fest Event Update & Transportation Opportunity

- Fiscal Impact: Up to \$3,000 for Transportation.
- Recommendations: ATBID Advisory Board:
 1. Receive and file event update for Atascadero Fall Festival.
 2. Review new transportation opportunity and provide staff direction in level of participation. [En Fuego Events]

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

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Michelle Cole.

Chairperson Harden closed public comment.

MOTION BY: Sohi

SECOND BY: O'Malley

1. Approve Atascadero Fall Fest Transportation Opportunity for \$2,000.

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

ABSENT (0)

VACANT (1)

Passed 4-0

5. Atascadero Chamber of Commerce Central Coast Wine Passport Program

- Fiscal Impact: Up to \$5,000.
- Recommendation: ATBID Advisory Board discuss and provide staff direction on level of support for the Atascadero Chamber of Commerce Central Coast Wine Passport program. [Atascadero Chamber]

Josh Cross from the Atascadero Chamber of Commerce presented the item and 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.

MOTION BY: Lemus

SECOND BY: None

1. Approve Atascadero Chamber of Commerce Central Coast Wine Passport Program support for \$5,000.

Failed – No Second

MOTION BY: O'Malley

SECOND BY: Sohi

- 1. Approve in-kind marketing support on marketing channels and provide the Chamber with analytics related to the Central Coast Wine Passport Program featured on those channels.**

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

ABSENT (0)

VACANT (1)

Passed 4-0

6. Budget Reports and Performance Metrics

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the Budget Reports and Performance Metrics. [City]

Marketing Consultant Ashlee Akers from 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 budget reports and performance metrics were received and filed.

7. Election of Vice Chairperson for the Atascadero Tourism Business Improvement District (ATBID) Advisory Board

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board elect one member to serve as Vice Chairperson for the ATBID Advisory Board. [City]

Chairperson Harden 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: Sohi

SECOND BY: Lemus

- 1. Nominate Board Member O'Malley to serve as the Vice Chairperson for the ATBID Advisory Board.**

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

ABSENT (0)

VACANT (1)

Passed 4-0

Atascadero Tourism Business Improvement District Advisory Board

October 16, 2024

Page 5 of 7

C. COMMITTEE REPORTS:

1. Website Ad Hoc Committee Report Update

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

Marketing Consultant Ashlee Akers provided a brief recap of the recent Visit Atascadero website refresh meeting and advised on next steps.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

2. 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.

Board Member Sohi and Vice Chair O'Malley had no updates.

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:

Board Members expressed an interest in exploring clearer recommendations, using public comment as a first pass for presenting sponsorship requests, and making sure funding requests presented to the Board do not exceed what is allowed for the appropriate tier.

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 5:27 P.M.

MINUTES PREPARED BY:



Amanda Muther

Website & Social Media Technician

APPROVED: December 4, 2024

Exhibit A: Brick by Brick Wine Festival Flyer

Exhibit B: Gala Night Flyer

Exhibit C: Gala Night Informational Card

Exhibit D: Gala Night Invitation Card & RSVP card

ATBID Minutes Exhibit A

Date: 10/16/2024



ATASCADERO PRINTERY FOUNDATION

PRESENTS

Atascadero

2ND ANNUAL

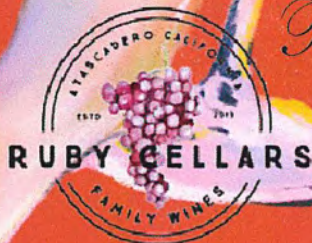
BRICK BY BRICK WINE FESTIVAL

SATURDAY | NOVEMBER 9TH AT THE PRINTERY!

**FEATURING WINES FROM OVER 15 SMALL
PRODUCERS. TICKETS INCLUDE WINE AND LIVE
PERFORMANCES! FOOD AVAILABLE FOR PURCHASE
PROCEEDS GO TO RESTORING THE PRINTERY!**



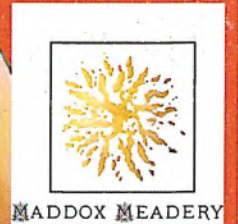
LANDSBY • WINES



MEA
WINE

Becker Child Wines

CUATRO
DIAS



MADDOX MEADERY

BOVINO
VINEYARDS

XOCHITL WINES

TICKETS ARE \$40.00 ALL PROCEEDS GO BACK TO THE PRINTERY FOUNDATION!

21+ EVENT

6351 OLMEDA AVE, ATASCADERO, CA



ATASCADERO PRINTERY FOUNDATION

JOIN US FOR OUR FIRST



GALANIGHT



NOVEMBER 10TH 5:00-8:00 PM

RESTORING THE ARTS
ALLEGRETTO VINEYARD RESORT

**2700 BUENA VISTA DR,
PASO ROBLES, CA 93446**

**PRE-KICK OFF WITH 2ND ANNUAL
BRICK BY BRICK WINE FESTIVAL
SATURDAY | NOVEMBER 9TH 6-8PM**



**TICKETS: \$120 INCLUDES
DINNER & ELEGANT EVENT**

6351 OLMEDA AVE, ATASCADERO, CA 93422

805-466-1961 | ATASCADEROPRINTERY.ORG

ATASCADEROPRINTERYFOUNDATION@GMAIL.COM



Atascadero Printery Foundation

GALA NIGHT

NOVEMBER 10TH 5:00-8:00 PM

RESTORING THE ARTS
ALLEGRETTO VINEYARD RESORT
2700 BUENA VISTA DR,
PASO ROBLES, CA 93446

RESTORING THE ARTS 2024 GALA SPONSORSHIP OPPORTUNITIES

Fundraising Goal of \$750,000

TABLE SPONSOR "NAME IN LIGHTS
OR NAME IN PRINT"

\$1,500

- Table includes Community Sponsor with signage.
- Displayed on our website, banner and all Gala media.
- 10 Gala Tickets included

\$5,000

- Our community has such love for the history of the Arts & Print that our building has to offer.
- Table Sponsor benefits plus legacy plaque inclusion inside the Printery

GALA KEYSTONE SPONSOR \$50,000

Event Sponsor

Keystone will be presented on all media formats
Recognition for community leader. Keystone placed
on the outdoor Printery Stage for future generations.

ATBID Minutes Exhibit C

Date: 10/10/2024

The Atascadero Printery Foundation

Restoration of the Printery opens a vast array of cultural, performing and visual arts events for all ages & abilities. Plans include a fully equipped theater space with seating up to 300. An interactive Print museum will house historical displays, and space to create projects. The Printery will be a vibrant hub for all the community to enjoy!



More Sponsorship Opportunities

- Donate Brick -Personal or Business - \$150-250
- Legacy Donor Opportunities-\$1,000 & Up
- Sponsor A Printery Window-\$7,000
- Donate a business package for auction

The Printery is a Community Hub for all
Saving Our History, Impacting Our Future



The Arts



Print Studio/Museum



Theater

Contact Information

6351 Olmeda Ave, Atascadero, CA 93422 | 805-466-1961

AtascaderoPrinteryFoundation@gmail.com

www.atascaderoprintery.org

Scan the QR Code to visit us online:



Thank you to the
Blueprinter & Graphics for
your generous donation!



ATBID Minutes
Date: 10/16/2024
Exhibit D

ATASCADERO PRINTERY FOUNDATION
JOIN US FOR OUR FIRST ANNUAL

GALA NIGHT

NOVEMBER 10TH 5:00-8:00 PM

RESTORING THE ARTS
ALLEGRETTO VINEYARD RESORT
2700 BUENA VISTA DR,
PASO ROBLES, CA 93446
PRE-KICK OFF WITH 2ND ANNUAL
BRICK BY BRICK WINE FESTIVAL
SATURDAY | NOVEMBER 9TH 6-8PM

SUNDAY | NOVEMBER 10TH 5-8PM

ATASCADERO PRINTERY FOUNDATION

A NIGHT OF FUNDRAISING FOR THE RESTORATION OF THE PRINTERY BUILDING.

AN ELEGANT EVENING OF ART, AUCTION, DINNER & WINE WITH OUR BELOVED COMMUNITY

TICKETS: \$120 INCLUDES DINNER & ELEGANT EVENT

VISIT ATASCADEROPRINTERY.ORG FOR:

GALA TICKETS - LIMITED AVAILABILITY

TICKETS FOR THE PRE KICK OFF - 2ND ANNUAL BRICK BY BRICK WINE FESTIVAL SATURDAY | NOVEMBER 9TH 6-8PM

SUPPORTING WITH A DONATION IF YOU CANNOT ATTEND

SCAN THE QR CODE WITH YOUR PHONE CAMERA FOR A PERSONAL INVITATION FROM THE PRESIDENT OF THE ATASCADERO PRINTERY FOUNDATION, KAREN MCNAMARA

6351 OLMEDA AVE, ATASCADERO, CA 93422 | 805-466-1961

ATASCADEROPRINTERYFOUNDATION@GMAIL.COM

ATASCADEROPRINTERY.ORG



RSVP

KINDLY REPLY BY
25 OCTOBER, 2024

Names

ACCEPT WITH PLEASURE

DECLINE WITH REGRETS

PLEASE CHOOSE YOUR ENTREE:

CHICKEN

VEGETARIAN

Atascadero Printery Foundation
6351 Olmeda Ave.
Atascadero, CA 93422



ATASCADERO PRINTERY FOUNDATION
6351 Olmeda Ave, Atascadero, CA 93422