



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

MINUTES

Wednesday, August 21, 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 2:30 P.M.

ROLL CALL:

Present:	Board Members Jeffrey Lemus and Tom O'Malley, Vice Chairperson Corina Ketchum and Chairperson Patricia Harden
Absent:	Board Member Sohi
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 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 – June 19, 2024

- Recommendation: ATBID Advisory Board approve the June 19, 2024, Regular Meeting Draft Action Minutes. [City Staff]

MOTION BY: O'Malley

SECOND BY: Ketchum

1. Approve consent calendar.

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

ABSENT (1): Sohi

Passed 4-0

The Board took Item C-1 ahead of B-1 to ensure Chairperson Harden was in attendance for the presentation of the item.

C. COMMITTEE REPORTS:

1. Budget Ad Hoc Committee Report for 2024-2025 Fiscal Year

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

Board Member O'Malley presented this item and answered questions from the Advisory Board. City Manager Lewis also spoke on 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: Ketchum

1. Approve setting a special meeting to consider and discuss a recommendation to the City Council to amend the Business Plan to set aside money for contingency and increase the current ATBID assessment by $\frac{1}{2}$ percent for investment in events and infrastructure with a goal to extend stays in Atascadero.

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

ABSENT (1): Sohi

Passed 4-0

B. BUSINESS ITEMS:

1. Election of Chairperson and Vice Chairperson for the Atascadero Tourism Business Improvement District (ATBID) Advisory Board for the 2024-2025 Fiscal Year Term

- Fiscal Impact: None.
- Recommendation: ATBID Board elect one member to serve as Chairperson and one member to serve as Vice Chairperson for the ATBID Advisory Board for the 2024-2025 fiscal year term. [City]

Community Services & Promotions Director 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: None.

Chairperson Hardin closed public comment.

MOTION BY: O'Malley

SECOND BY: Lemus

1. Approve current Chairperson Harden and Vice Chairperson Ketchum continuing in their current capacity on the ATBID Advisory Board for the 2024-2025 fiscal year term.

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

ABSENT (1): Sohi

Passed 4-0

2. **Jump on the School Bus Fair Transportation Results & 2025 Renewal**

- Fiscal Impact: Up to \$50,000 for future renewal.
- Recommendations: ATBID Advisory Board:

1. Receive and file recap of logistics, riders and operations during the CA Mid-State Fair.
2. Discuss and provide staff direction on future renewal of a similar or improved program in 2025. [Jump on the School Bus/ City]

Darin Fiechter with Jump on the Bus presented this item, answered questions from the Advisory Board and distributed a copy of the Mid-State Fair 2024 JOTSB Transportation report (Exhibit A). Ashlee Akers with Verdin Marketing also spoke on the item.

PUBLIC COMMENT:

Chairperson Hardin opened public comment.

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

Chairperson Hardin closed public comment.

The recap of logistics, riders and operations during the CA Mid-State Fair was received and filed.

MOTION BY: Ketchum

SECOND BY: O'Malley

1. Approve bringing the Jump on the School Bus Fair Transportation program back before the Board in March of 2025 to discuss.

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

ABSENT (1): Sohi

Passed 4-0

3. **Website Ad Hoc Committee for Proposed Upgrades**

- Fiscal Impact: \$53,050
- Recommendation: ATBID Advisory Board:

Nominate two Board Members to review the details and upgrades needed for the VisitAtascadero.com website.

Community Services & Promotions Director 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: None.

Chairperson Harden closed public comment.

MOTION BY: O'Malley

SECOND BY: Ketchum

1. **Nominate Board Members Patricia Harden & Jeffrey Lemus to be on the Website Ad Hoc Committee.**

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

ABSENT (1): Sohi

Passed 4-0

Chairperson Harden left the meeting at 3:14 pm.

4. Quarterly Marketing Report

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file Verdin Marketing's Quarterly Marketing Report for Q4 2024. [Verdin Marketing]

Marketing Consultant Ashlee Akers and Account Coordinator Devan Spiegel with Verdin Marketing presented this item and answered questions from the Advisory Board.

PUBLIC COMMENT:

Vice Chairperson Ketchum opened public comment.

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

Vice Chairperson Ketchum closed public comment.

The Budget Overview and Monthly Report was received and filed.

The meeting was recessed at 3:29 pm.

The meeting was resumed at 3:33 pm.

5. 2024-2025 Marketing Strategy & Campaign Refresh

- Fiscal Impact: \$247,000 in budgeted funds.
- Recommendation: ATBID Advisory Board to discuss and provide staff direction for the 2024-2025 Marketing Strategy & Campaign Refresh for Visit Atascadero. [Verdin]

Marketing Consultant Ashlee Akers and Creative Director Riley Grim with Verdin Marketing presented this item, distributed copies of the Visit Atascadero Annual Report (Exhibit B) and Visit Atascadero Budget sheet (Exhibit C) and answered questions from the Advisory Board.

PUBLIC COMMENT:

Vice Chairperson Ketchum opened public comment.

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

Vice Chairperson Ketchum closed public comment.

MOTION BY: Ketchum

SECOND BY: O'Malley

1. **Approve moving forward with the direction of the 2024-2025 Marketing Strategy & Campaign Refresh for Visit Atascadero.**

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

ABSENT (2): Sohi, Harden

Passed 3-0

6. 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 this item and answered questions from the Advisory Board.

PUBLIC COMMENT:

Vice Chairperson Ketchum opened public comment.

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

Vice Chairperson Ketchum closed public comment.

The Budget Overview and Monthly Report was received and filed.

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:

- a. Atascadero Chamber of Commerce Passport Program. (September 2024)
- b. Review & Amend ATBID Bylaws to include voting format for Lodging Owners to follow when Board Members term out. (September 2024)
- c. Review how events are classified in the budget and event renewal guidelines. (September/ October 2024)
- d. Review Monthly vs. Quarterly TOT reporting. (November 2024)
- e. Jump on the School Bus Fair Transportation Renewal. (March 2025)

G. ADJOURNMENT

Vice Chairperson Ketchum adjourned the meeting at 4:28 P.M.

MINUTES PREPARED BY:

Terrie Banish
Terrie Banish
Director of Community Services & Promotions

APPROVED: September 11, 2024

Exhibit A: Mid-State Fair 2024 JOTSB Transportation report

Exhibit B: Visit Atascadero Annual Report

Exhibit C: Visit Atascadero Budget sheet



Sierra Bravo Enterprises, LLC
d.b.a. Jump On The School Bus
Established 11/11/2011 – Santa Barbara



ATBID Minutes Exhibit A
Date: 8/21/2024

Mid-State Fair 2024 - JOTSB Transportation

Thursday, July 18th - Sunday, July 21st, 2024

HOTELS	THUR 7/18	FRI 7/19	SAT 7/20	SUN 7/21
Holiday Inn Express	8	12	19	17
Carlton Hotel	6	8	14	8
Home2Suites	4	6	11	6
SpringHill Suites	6	23	34	73
TOTAL DAILY COUNT:	24	49	78	105

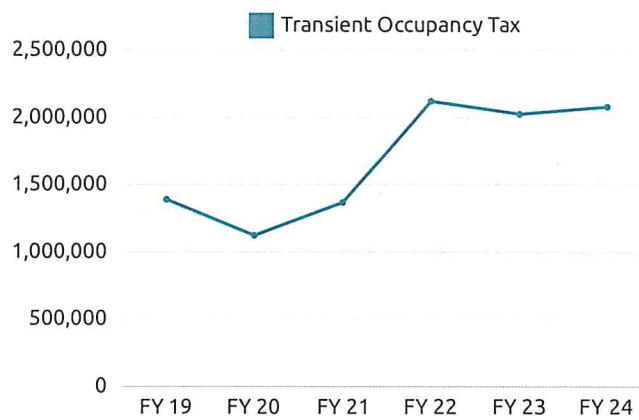
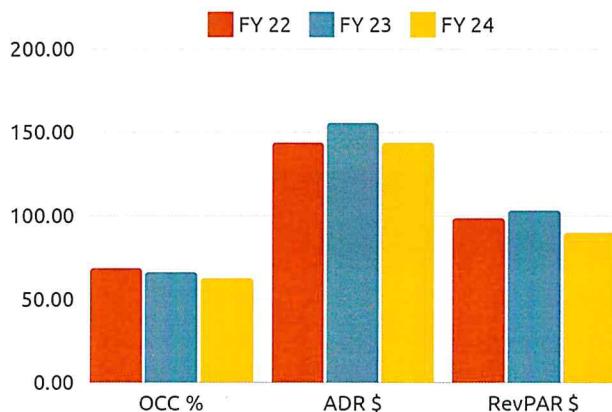


Atascadero
CALIFORNIA

VISIT ATASCADERO ANNUAL REPORT

lodging review

The past year presented challenges for the lodging industry, with certain performance metrics falling short of expectations. However, we are encouraged by the overall increase in Transient Occupancy Tax (TOT) revenue and assessment funding.



PAID MEDIA

13,272,509 Media Impressions
215,404 Website Clicks

UP 588% YOY WEBSITE CLICKS

WEBSITE STATS

278,906 Sessions
481,230 Pageviews
225,848 Users

2.43 Pages / Session
0:25 Engagement / Session

UP 127% YOY WEBSITE SESSIONS

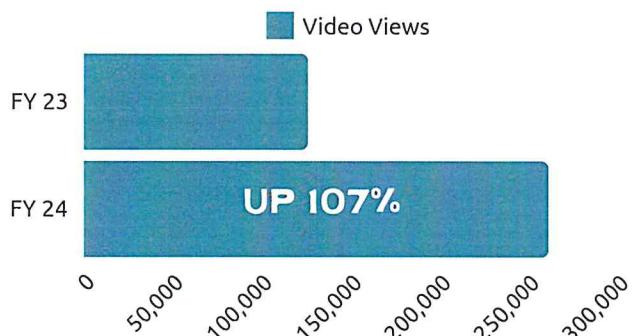
PUBLIC RELATIONS

25 Content Submissions
2,415,362 UVM
\$22,340 Ad Value

SOCIAL MEDIA

14,645 Followers
774,375 People Reached

72,297 Engagements
11% Follower Growth



EMAIL MARKETING

52.7% Avg. Open Rate
32% Subscriber Growth Goal

12 E-newsletters
3,364 Subscribers

UP 33% YOY AVG. OPEN RATE

These results underscore the resilience of our destination and the value of strategic investments. As we move forward, our focus will be on optimizing performance across all marketing channels to drive increased visitation and economic impact for our community.

Atascadero

Atascadero 2022 - 2023 Media Plan																
Budget: \$104,000																
Visit Atascadero 2022 - 2023 Media Plan	Targeting Behaviors		Target Region	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Digital Advertising																
Google Search [1]	Outdoor adventurers; sustainability travelers; Mindfulness/Wellness focus; Family, Wine/Beer enthusiasts	Greater LA area; Central Valley; Bakersfield; San Francisco; San Jose		\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,000	\$16,000	
Retargeting - Programmatic Display		Greater LA area; Central Valley; Bakersfield; San Francisco; San Jose		\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$7,200	
YouTube Video	Outdoor adventurers; sustainability travelers; Mindfulness/Wellness focus; Family, Wine/Beer enthusiasts	Greater LA area; Central Valley; Bakersfield; San Francisco; San Jose		\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$18,000	
Sojern	Outdoor adventurers; sustainability travelers; Mindfulness/Wellness focus; Family, Wine/Beer enthusiasts	Greater LA area; Central Valley; Bakersfield; San Francisco; San Jose		\$3,000	\$3,000	\$3,000	\$1,500	\$1,500	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$24,000	
Print Advertising																
SLO CAL Visitors Guide - Full Page		SLO County and select out of area markets	\$3,650 [2]													\$3,650
Social Advertising																
Boosted posts - Meta	Outdoor adventurers; sustainability travelers; Mindfulness/Wellness focus; Family, Wine/Beer enthusiasts	Greater LA area; Central Valley; Bakersfield; San Francisco; Sacramento; San Jose	\$100	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$8,900
Social Advertising - Meta	Outdoor adventurers; sustainability travelers; Mindfulness/Wellness focus; Family, Wine/Beer enthusiasts	Greater LA area; Central Valley; Bakersfield; San Francisco; Sacramento; San Jose		\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$1,000	\$19,000	
Pinterest	Outdoor adventurers; sustainability travelers; Mindfulness/Wellness focus; Family, Wine/Beer enthusiasts	Greater LA area; Central Valley; Bakersfield; San Francisco; Sacramento; San Jose		\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$7,200	
Total			\$3,750	\$800	\$8,600	\$8,600	\$8,600	\$7,100	\$7,100	\$8,600	\$8,600	\$8,600	\$8,600	\$1,800	\$103,950	