



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

IN-PERSON MEETING INFORMATION:

The Advisory Board for the Atascadero Tourism Improvement District (ATBID) meeting will be in-person only and members of the public wanting to participate may attend the meeting in-person.

HOW TO SUBMIT PUBLIC COMMENT:

Individuals wishing to provide public comment may attend the meeting in the Club Room on the Fourth Floor of City Hall, 6500 Palma Avenue, Atascadero, CA 93422.

If you wish to comment but not in-person, please email public comments to ATBID@atascadero.org. Such email **comments must identify the Agenda Item Number in the subject line of the email**. The comments will be forwarded to the ATBID Advisory Board and made a part of the administrative record. ***To ensure distribution to the ATBID Advisory Board prior to consideration of the agenda, the public is encouraged to submit comments no later than 12:00 p.m. the day of the meeting. All correspondence will be distributed to the ATBID Advisory Board, posted on the City's website, and be made part of the official public record of the meeting. Please note, email comments will not be read into the record.*** Please be aware that communications sent to the ATBID Advisory Board are public records and are subject to disclosure pursuant to the California Public Records Act and Brown Act unless exempt from disclosure under applicable law. Communications will not be edited for redactions and will be printed as submitted.

AMERICAN DISABILITY ACT ACCOMMODATIONS:

Any member of the public who needs accommodations should contact the City Clerk's Office at cityclerk@atascadero.org or by calling 805-470-3400 at least 48 hours prior to the meeting or time when services are needed. The City will use their best efforts to provide reasonable accommodations to afford as much accessibility as possible while also maintaining public safety in accordance with the City procedure for resolving reasonable accommodation requests.

ATBID Advisory Board agendas and minutes may be viewed on the City's website:

www.atascadero.org/agendas

Copies of the staff reports or other documentation relating to each item of business referred to on the Agenda are on file in the office of the City Clerk and are available for public inspection on our website, www.atascadero.org. Contracts and Resolutions will be allocated a number once they are approved by the ATBID Advisory Board. The Minutes of this meeting will reflect these numbers. All documents submitted by the public during ATBID Advisory Board meetings that are made a part of the record or referred to in their statement will be noted in the Minutes and available for review by contacting the City Clerk's office. All documents will be available for public inspection by appointment during City Hall business hours.



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

AGENDA

Wednesday, January 15, 2025, at 2:30 P.M.
Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California

CALL TO ORDER:

ROLL CALL: Chairperson Patricia Harden, SpringHill Suites by Marriott
Vice Chairperson Tom O'Malley, Portola Inn
Board Member Amar Sohi, Holiday Inn Express & Suites
Board Member Jeffrey Lemus, The Carlton
Board Member, Vacant

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. CONSENT CALENDAR:

1. ATBID Board Draft Action Minutes – December 4, 2024, Special Meeting Minutes

- Recommendation: ATBID Advisory Board approve the December 4, 2024, Special Meeting Draft Action Minutes. [City]

B. BUSINESS ITEMS:

1. 2024 At Her Table Event Update & 2025 Event Sponsorship Renewal Request

- Fiscal Impact: Up to \$7,500.
- Recommendations: ATBID Advisory Board:
 1. Receive and file recap of marketing results from the March 2024, At Her Table Events.
 2. Provide staff direction on sponsorship request for the March 9, 2025, At Her Table Street Festival. [At Her Table]

2. Atascadero Chamber of Commerce ATBID Award Sponsorship Opportunity Follow up

- Fiscal Impact: Up to \$2,850.
- Recommendation: ATBID Advisory Board discuss and provide direction to staff regarding participation in Sponsorship Opportunity for the ATBID Award to select "Tourism Partner of the Year." [Chamber of Commerce]

3. Quarterly Marketing Report

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board to receive and file Verdin Marketing's Quarterly Marketing Report for Q2 2024. [Verdin Marketing]

4. Atascadero Tourism Business Improvement District (ATBID) Lodging Owner Nomination Process for Board Members

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board discuss and provide staff direction regarding current lodging owners nomination process and makeup of the Board for 2-Year Terms. [City]

5. Destination Marketing Services Contract Extension & “Request for Proposal” Criteria

- Fiscal Impact: Up to \$79,508 to complete the budget year.
- Recommendations: ATBID Advisory Board:
 1. Extend the current Verdin Destination Marketing Services contract from March 10, 2025, to June 30, 2025, to allow for the completion of the FY 24-25 budget cycle.
 2. Review and provide staff direction to approve “Request for Proposal” investment amounts and move forward with the RFP process.
 3. Assign an Ad Hoc Committee to review proposals. [City]

6. Budget Reports and Performance Metrics

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

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 [Verdin Marketing].

2. Budget 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.

D. UPDATES:

1. Visit SLO CAL Board & 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:

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

1. Destination Marketing Services RFP Contract Review (April 2025).
2. County update from incoming Supervisor Moreno (March 2025).
3. Atascadero Fall Festival - Event Recap 2024 & 2025 Renewal (February/ March 2025).
4. Jump on the School Bus Fair Transportation Renewal (March 2025).

G. ADJOURNMENT: