



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 10:00 am 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, March 19, 2025, at 1:00 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, Clint Pearce, Madonna Enterprises

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 – February 19, 2025, Regular Meeting Minutes**
 - **Recommendation:** ATBID Advisory Board approve the February 19, 2025, Regular Meeting Draft Action Minutes. [City]

B. BUSINESS ITEMS:

- 1. 2025 Atascadero Fall Festival Event Update & Renewal Request**
 - **Fiscal Impact:** Up to \$20,000.
 - **Recommendations:** ATBID Advisory Board provide staff direction on the sponsorship renewal request for the November 2025 Fall Fest Event for additional return on investment options and event budget reduction. [En Fuego Events]
- 2. 2025-2027 Budget Preparation**
 - **Fiscal Impact:** None.
 - **Recommendation:** ATBID Advisory Board review process for preparation of the budgets for fiscal years 2025-2026 and 2026-2027. [City]
- 3. Destination Marketing Services Contract Ad Hoc Committee Report**
 - **Fiscal Impact (Varied):** \$265,000 FY 25-26 and \$295,000 FY 26-27.
 - **Recommendation:** ATBID Advisory Board discuss and approve the recommendation from the Ad Hoc Destination Marketing Services Contract to approve the Verdin Ink Marketing proposal. [Ad Hoc Committee/ City]

4. Charles Paddock Zoo Rebranding – Cost-Sharing Proposal

- Fiscal Impact: Up to \$30,000.
- Recommendation: ATBID Advisory Board discuss and provide staff direction on the opportunity to share in the cost of the Charles Paddock Zoo’s Rebranding Project. [City]

5. 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 2025-2027 Budget Preparation report to the Board [City].

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]

E. BOARD MEMBER COMMENTS:

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

1. California Mid-State Fair Sponsorship Renewal (April 2025).
2. Jump on the School Bus Fair Transportation Renewal for Mid-State Fair (April 2025).
3. Garagiste Festival Final Event Reporting (April 2025).
4. Meet Onsite at the Charles Paddock Zoo & Discuss how revenue coming from the .5% assessment is being used (April 2025).
5. Quarterly Marketing Recap (April 2025).
6. Event Sponsorship renewal criteria and return on investment for City Tourism (April 2025).
7. ATBID Annual Budget Assessment (May 2025).
8. County update from incoming Supervisor Moreno (May 2025).

G. ADJOURNMENT: