



**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](mailto: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](mailto: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](http://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](http://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**

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## **AGENDA**

**Wednesday, April 16, 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 – March 19, 2025, Regular Meeting Minutes**
  - Recommendation: ATBID Advisory Board approve the March 19, 2025, Regular Meeting Draft Action Minutes. [City]

**B. BUSINESS ITEMS:**

1. **2025 California Mid-State Fair Sponsorship Renewal**
  - Fiscal Impact: Up to \$3,750.
  - Recommendations: ATBID Advisory Board provide staff direction on renewal of the 2025 California Mid-State Fair shared sponsorship opportunity with the City. [CMSF/ City]
2. **2024 Event Recap for the Garagiste Festival**
  - Fiscal Impact: None.
  - Recommendation: ATBID Advisory Board:
    1. Receive and file recap of marketing results from the November 2024 Garagiste Festival. [Garagiste]
    2. Discuss and provide staff direction for renewal of an event sponsorship program for 2025. [City]
3. **Visit SLO CAL Co-Op Opportunities for 2025-2026**
  - Fiscal Impact: Up to \$45,000.
  - Recommendation: ATBID Advisory Board review and provide staff directions on the FY2025-2026 Visit SLO CAL Co-Op program. [SLO CAL]

**4. Budget Ad Hoc Committee Report for FY2025-2027 Budget Preparation**

- Fiscal Impact: FY2025-2026 \$503,680; FY2026-2027 \$546,340.
- Recommendation: ATBID Advisory Board review and approve draft budget for fiscal years 2025-2026 and 2026-2027. [City/ Budget Ad Hoc Committee]

**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. TMD Terms for Atascadero up for renewal (Special Meeting – April 23<sup>rd</sup> or April 30<sup>th</sup>).
2. Event Sponsorship Renewal and ROI Criteria (May 2025).
3. ATBID Annual Budget Assessment (May 2025).
4. Jump on the School Bus Fair Transportation Renewal for Mid-State Fair (May 2025).
5. DRIVE Workshop 2025 Event Recap (May 2025).
6. Quarterly Marketing Recap (May 2025).
7. Welcome Center Location Update/ Opportunity (June 2025).
8. Meet Onsite at the Charles Paddock Zoo & Discuss how revenue coming from the .5% assessment is being used (August 2025).
9. County update from incoming Supervisor Moreno (August 2025).

**G. ADJOURNMENT:**