



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

MEETING MINUTES

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

CALL TO ORDER:

Vice Chairperson O'Malley called the meeting to order at 2:30 P.M.

ROLL CALL:

Present: Board Members Clint Pearce and Amar Sohi, and Vice Chairperson Tom O'Malley

Vacant: None

Absent: Board Member Jeffrey Lemus and Chairperson Patricia Harden

Staff Present: Website & Social Media Technician Amanda Muther, City Manager Jim R. Lewis, and Ashley Zamora Recreation Coordinator

PUBLIC COMMENT:

Vice Chairperson O'Malley opened public comment.

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

Vice Chairperson O'Malley closed public comment.

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]

MOTION BY: Sohi

SECOND BY: Pearce

1. Approve Consent Calendar.

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

ABSENT (2): Lemus, Harden

VACANT (0)

Passed 3-0

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]

Candice Custodia and Angie Boyd from At Her Table presented the item and answered questions from the Advisory Board. Community Services & Promotions Director Terrie Banish also answered questions from the Advisory Board.

PUBLIC COMMENT:

Vice Chairperson O'Malley opened public comment.

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

Vice Chairperson O'Malley closed public comment.

The marketing results from the March 2024, At Her Table Event were received and filed.

MOTION BY: Sohi

SECOND BY: Pearce

- 1. Approve the marketing sponsorship request for the March 9, 2025, At Her Table Street Festival up to \$7,500.**

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

ABSENT (2): Lemus, Harden

VACANT (0)

Passed 3-0

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]

Community Services & Promotions Director Terrie Banish, presented the item on behalf of the Chamber of Commerce and answered questions from the Advisory Board.

PUBLIC COMMENT:

Vice Chairperson O'Malley opened public comment.

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

Vice Chairperson O'Malley closed public comment.

Board Member Pearce advised of a possible conflict of interest due to his ownership of the building that the Chamber of Commerce operates out of.

Board Member Sohi and Vice Chairperson O'Malley were in consensus that the Chamber should reach out directly to the City Manager and ATBID Board Members individually.

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]

Ashlee Akers from Verdin Marketing provided the November 2024 Quarterly Marketing Report for Q2 2024. (Exhibit A), presented the item and answered questions from the Advisory Board. Marketing Consultant Akers advised that in light of the fires in Southern California, Verdin has paused its marketing efforts in the Los Angeles area and has begun sharing posts with information supporting the emergency response efforts.

PUBLIC COMMENT:

Vice Chairperson O'Malley opened public comment.

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

Vice Chairperson O'Malley closed public comment.

The Board received and filed the Marketing's Quarterly Marketing Report for Q2 2024.

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]

Community Services & Promotions Director Terrie Banish and City Manager Jim Lewis, presented the item and answered questions from the Advisory Board.

PUBLIC COMMENT:

Vice Chairperson O'Malley opened public comment

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

Vice Chairperson O'Malley closed public comment.

There was consensus among the Board Members present to direct staff to bring a revised nomination process regarding the ATBID's Board configuration to the Council for approval. The recommendations for the new process and configuration are as follows:

- Four Board Member positions to be filled by hoteliers in a commercial zone with 25 rooms or more.
- One Board Member position to be filled by a Vacation Rental, B&B, or Short-Term Rental.

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]

Community Services & Promotions Director Terrie Banish presented the item and answered questions from the Advisory Board. Ashlee Akers from Verdin Marketing also answered questions from the Advisory Board.

PUBLIC COMMENT:

Vice Chairperson O'Malley opened public comment

The following citizens provided public comment on this item: Matt

Vice Chairperson O'Malley closed public comment.

MOTION BY: Pearce

SECOND BY: Sohi

1. Approve extending the current Verdin Destination Marketing Services contract from March 10, 2025, to June 30, 2025

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

ABSENT (2): Harden, Lemus

VACANT (0)

Passed 3-0

There was consensus among the Board Members present to have staff move forward with the RFP process for destination marketing services using the amounts included in the staff report.

Vice Chairperson O'Malley assigned an Ad Hoc Committee for the review of RFP proposals for destination marketing services once received. Vice Chairperson O'Malley assigned Board Members Pearce and Sohi to be on the committee, asking that they be available to be called upon for feedback when the time comes.

6. Budget Reports and Performance Metrics

- Fiscal Impact: None.

4. Recommendation: ATBID Advisory Board receive and file the Budget Reports and Performance Metrics. [City]

Community Services & Promotions Director Terrie Banish presented the item and answered questions from the Advisory Board.

PUBLIC COMMENT:

Vice Chairperson O'Malley opened public comment.

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

Vice Chairperson O'Malley closed public comment.

The budget reports and performance metrics were received and filed.

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:

Vice Chairperson O'Malley opened public comment.

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

Vice Chairperson O'Malley 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 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 – Community Services & Promotions Director Terrie Banish, Marketing Consultant Ashlee Akers, and Matt Halvorson with Visit SLO Cal provided brief updates.
2. Marketing Update- None
3. City Business and Administrative Update- Community Services & Promotions Director Terrie Banish provided a brief update.

E. BOARD MEMBER COMMENTS:

None.

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).

The Advisory Board requested the following additions to the Future Agenda Items list:

- STR Rental discuss for compliance (February 2025)
- Lodging Forecast (February 2025)
- Adjusting TBID meeting time to 1:30-3:30pm (February 2025)
- Onsite Zoo meeting regarding use of ATBID revenue (April-March 2025)

G. ADJOURNMENT:

Vice Chairperson O'Malley adjourned the meeting at 4:27 P.M.

MINUTES PREPARED BY:

Signed by:



Ashley Zamora

Recreation Coordinator

APPROVED: February 19, 2025

Exhibit A: **November 2024** Quarterly Marketing Report for Q2 2024