



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

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## **MEETING MINUTES**

Wednesday, February 19, 2025, 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 2:32 P.M.

### **ROLL CALL:**

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

Vacant: None

Absent: Board Member Jeffrey Lemus

Staff Present: City Manager Jim R. Lewis and Ashley Zamora Recreation Coordinator

### **PUBLIC COMMENT:**

*Chairperson Harden opened public comment.*

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

*Chairperson Harden closed public comment.*

### **A. CONSENT CALENDAR:**

#### **1. ATBID Board Draft Action Minutes – January 15, 2025, Special Meeting Minutes**

- Recommendation: ATBID Advisory Board approve the January 15, 2025, Regular Meeting Draft Action Minutes. [City]

**MOTION BY:** O'Malley

**SECOND BY:** Pearce

#### **1. Approve Consent Calendar.**

**AYES (4):** O'Malley, Sohi, Pearce, Harden

**ABSENT (1):** Lemus

**VACANT (0)**

***Passed 4-0***

## **B. BUSINESS ITEMS:**

### **1. 2024 Atascadero Fall Festival Event Update & 2025 Event Sponsorship Renewal Request**

- Fiscal Impact: Up to \$20,000.
- Recommendations: ATBID Advisory Board:
  1. Receive and file recap of marketing results from the November 2024, Fall Fest Event.
  2. Provide staff direction on sponsorship request for the Nov 14-16, 2025, Fall Fest Event. [En Fuego Events]

Andres Nuno from En Fuego Events 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:**

***Chairperson Harden opened public comment.***

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

***Chairperson Harden closed public comment.***

**The marketing results from the November 2024, Fall Festival Event were received and filed.**

There was consensus among the Board Members present to direct staff to bring this item back to the March 19 meeting and for Andres to provide more of a plan to drive hotel stays. The Board also suggested bringing in a larger headline band.

### **2. Central Coast Craft Beer Festival 2025 Event Update**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the Central Coast Craft Beer Consortium's event update for the Central Coast Craft Beer Festival to be held on March 22, 2025. [En Fuego Events]

Andres Nuno from En Fuego Events presented 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.***

**The marketing update of the March 2025, Central Coast Craft Beer Festival were received and filed.**

### **3. Tourism Exchange Lodging Forecast – Atascadero**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the Tourism Exchange Lodging Forecast Co-op results for Atascadero and SLO County. [City]

Community Services & Promotions Director Terrie Banish presented 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: Kevin Kroeker from Home 2 Suites.

***Chairperson Harden closed public comment.***

**The Board received and filed the Tourism Exchange Lodging Forecast Co-op results for Atascadero and SLO County.**

**4. ATBID Advisory Board Review Monthly Meeting Times**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board to discuss and provide staff direction to move meeting times on the 3<sup>rd</sup> Wednesday of the month from 2:30 -4:30 pm to 1:00 pm – 3:00 pm [City].

Community Services & Promotions Director Terrie Banish presented 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.***

Board Members present approved moving meeting times on the 3<sup>rd</sup> Wednesday of the month from 2:30-4:30 pm to 1:00pm- 3:00pm.

**5. Budget Reports and Performance Metrics**

- Fiscal Impact: None.
- 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:**

***Chairperson Harden opened public comment***

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

***Chairperson Harden closed public comment.***

**The Board received and filed the Budget Reports and Performance Metrics.**

## **C. COMMITTEE REPORTS:**

### **1. Destination Marketing Services Contract Ad Hoc Committee Report**

- Fiscal Impact: Up to \$265,000 Year 1 and up to \$295,000 Year 2.
- Recommendation: ATBID Advisory Board discuss and provide staff direction on next steps following the oral report to the Board [City].

Community Services & Promotions Director Terrie Banish provided a brief recap of the oral report and advised on next steps.

#### **PUBLIC COMMENT:**

*Chairperson Harden opened public comment.*

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

*Chairperson Harden closed public comment.*

### **2. 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].

Marketing Consultant Ashlee Akers provided a brief recap of the recent Visit Atascadero website refresh meeting, new website will be launching soon and advised on next steps.

#### **PUBLIC COMMENT:**

*Chairperson Harden opened public comment.*

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

*Chairperson Harden closed public comment.*

### **3. 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 [City].

Community Services & Promotions Director Terrie Banish provided a brief recap of the oral report and advised on next steps.

#### **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 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 (March 2025).
2. County update from incoming Supervisor Moreno (March/ April 2025).
3. Jump on the School Bus Fair Transportation Renewal (March 2025).
4. Bring back Vacation Rental/ Short Term Rental discussion for compliance (April 2025).
5. Meet Onsite at the Charles Paddock Zoo & Discuss how revenue coming from the .5% assessment is being used (April 2025)

**G. ADJOURNMENT:**

Chairperson Harden adjourned the meeting at 4:20 P.M.

**MINUTES PREPARED BY:**

Signed by:

*Ashley Zamora*

B2BB9A440CD841C  
Ashley Zamora

Recreation Coordinator

**APPROVED: March 19<sup>th</sup>, 2025**