



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

MEETING MINUTES

Wednesday, March 19, 2025, at 1:00 P.M.
Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California

CALL TO ORDER:

Chairperson Harden called the meeting to order at 1:04 P.M.

ROLL CALL:

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

Vacant: None

Absent: Board Members Jeffrey Lemus and Amar Sohi

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: Mike Zappas, Matthew Corning, and Amanda Wittstrom Higgins. (Exhibits A & B)

Chairperson Harden closed public comment.

1:19 Board Member Amar Sohi arrived.

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]

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 & 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]

Andres Nuno from En Fuego Events presented the return on investment item to bring in higher level talent to increase hotel stays for both Friday and Saturday night. Andres 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.

MOTION BY: Pearce

SECOND BY: Sohi

1. Approve sponsorship renewal up to \$25,0000.

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

ABSENT (1): Lemus

VACANT (0)

Passed 4-0

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]

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 Advisory Board Appointed Board Member Pearce and Chairperson Harden as the new Ad Hoc Committee.

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]

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: Mary Verdin with Verdin Marketing.

Chairperson Harden closed public comment.

MOTION BY: O'Malley

SECOND BY: Pearce

1. Approve the Verdin Marketing Ink Marketing proposal for FY25-26 and FY26-27.

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

ABSENT (1): Lemus

VACANT (0)

Passed 4-0

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]

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.

MOTION BY: O'Malley

SECOND BY: Sohi

Atascadero Tourism Business Improvement District Advisory Board

March 19, 2025

Page 3 of 5

1. **The Advisory Board agrees to support \$15,000 towards marketing and request each board members vote on the name change for the rebranding project to be reported to City Council.**

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

ABSENT (1): Lemus

VACANT (0)

Passed 4-0

Vice Chairperson O'Malley left at 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. 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].

Ashlee Akers with Verdin Marketing 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. Budget Ad Hoc Committee Report

- 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].

Community Services & Promotions Director Terrie Banish provided a brief update of the oral report.

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 & 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:

Recommend staff direction if there is an opportunity from the California Welcome Center on a location in Atascadero.

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:

Chairperson Harden adjourned the meeting at 3:18 P.M.

MINUTES PREPARED BY:

Signed by:



Ashley Zamora

Recreation Coordinator

Approved: April 16, 2025

Exhibit A: DRIVE Event Workbook

Exhibit B: DRIVE Event Postcard