



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

MEETING MINUTES

Wednesday, May 21, 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 Member Jeffrey Lemus and Board Member Amar Sohi

Staff Present: Ashley Zamora Recreation Coordinator

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Karen McNamara and Ashley McPhall.
(Exhibit A)

Chairperson Harden closed public comment.

A. CONSENT CALENDAR:

1. ATBID Board Draft Action Minutes – April 16, 2025, Regular Meeting Minutes

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

MOTION BY: Pearce

SECOND BY: O'Malley

1. Approve Consent Calendar.

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

ABSENT (1): Lemus, Sohi

VACANT (0)

Passed 3-0

B. BUSINESS ITEMS:

1. 2025 DRIVE Event Recap & Future Event Opportunity

- Fiscal Impact: Up to \$3,750.
- Recommendation: ATBID Advisory Board:
 1. Receive and file recap of marketing results from March 2025 DRIVE Workshop. [Full Cup Solutions]
 2. Provide staff direction on pursuing a DRIVE event opportunity in the future. [City]

Amanda W. Higgins with Full Cup Solutions and Community Services & Promotions Director Terrie Banish presented the item and answered questions for 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.

1. **The Board Received and Filed marketing results from March 2025 DRIVE Workshop.**
2. **The Board provided staff direction to move event support to City and Chamber. No Motion needed.**

2. ATBID Event Sponsorship Program Updates & Event Renewal Criteria

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board review, discuss, and provide staff direction to update the current Event Sponsorship Application and establish event renewal criteria. [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: Pearce

SECOND BY: O'Malley

1. **The Advisory Board motioned for staff to move forward and update event criteria.**

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

ABSENT (1): Lemus, Sohi

Atascadero Tourism Business Improvement District Advisory Board

May 21, 2025

Page 2 of 5

VACANT (0)

Passed 3-0

3. Quarterly Marketing Report

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board to receive and file Verdin Marketing's Quarterly Marketing Report for Q3 2025. [Verdin Marketing/ City]

Ashlee Akers with Verdin Marketing 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 Verdin's Marketing's Quarterly Report.

4. 2025-2026 ATBID Annual Assessment

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the 2025-2026 Annual Assessment for Visit Atascadero. [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 2025-2026 Annual Assessment for Visit Atascadero.

5. Budget Report Update

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the Budget Reports. [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.

Atascadero Tourism Business Improvement District Advisory Board

May 21, 2025

Page 3 of 5

Chairperson Harden closed public comment.

The Board received and filed the Budget Reports.

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 the 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 & 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. Central Coast Beer Festival & Central Coast Cider Festival Event Recaps & Event Renewal (June 2025).
2. Jump on the School Bus Fair Transportation Renewal for Mid-State Fair (June 2025).
3. Welcome Center Location Update/ Opportunity (June or August 2025).
4. County update from incoming Supervisor Moreno (August 2025).
5. Invite Zoo Director, Cynthia Stringfield to an upcoming ATBID Meeting to discuss new improvement updates and how the .5% assessment can be applied (September 2025).

G. ADJOURNMENT:

Chairperson Harden adjourned the meeting at 2:30 P.M.

MINUTES PREPARED BY:

Signed by:



Ashley Zamora

Recreation Coordinator

Approved: June 18, 2025

Exhibit A: Printery Invitation and Sponsorship Opportunities