



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

MEETING MINUTES

Wednesday, April 16, 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 1:01 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: 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 – March 19, 2025, Regular Meeting Minutes

- Recommendation: ATBID Advisory Board approve the March 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. 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. [City]

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.

MOTION BY: Pearce

SECOND BY: Sohi

1. Approve sponsorship renewal up to \$3,750.

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

ABSENT (1): Lemus

VACANT (0)

Passed 4-0

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 [Gargariste]
 2. Discuss and provide staff direction for renewal of an event sponsorship program for 2025. [City]

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

Vice Chairperson Tom O'Malley left at 1:31pm.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

MOTION BY: Sohi
SECOND BY: Chairperson Harden

1. **Marketing Results from November 2024 Garagiste Festival Received and Filed.**
2. **The Advisory Board motioned to bring back for review with additional data of where guests are staying before deciding to approve renewal of event sponsorship.**

AYES (3): Sohi, Pearce, Harden
ABSENT (1): Lemus, O'Malley
VACANT (0)

Passed 3-0

3. Visit SLO CAL Co-Op Opportunities for 2025-2026

- Fiscal Impact (Varied): 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]

Molly Cano with Visit SLO Cal 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: Sohi

1. **Motion to approve \$46,500 of the Visit SLO CAL FY 26 Co-Op Partner Opportunities, which included everything except Lodging Forecast Report & Economic Impact Report.**

AYES (3): Sohi, Pearce, Harden
ABSENT (1): Lemus, O'Malley
VACANT (0)

Passed 3-0

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]

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

PUBLIC COMMENT:

Atascadero Tourism Business Improvement District Advisory Board
April 16, 2025
Pag 3 of 5

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: Harden

- 1. The Advisory Board approved the draft budget for fiscal years 2025-2026 and 2026-2027.**

AYES (3): Sohi, Pearce, Harden

ABSENT (1): Lemus, O'Malley

VACANT (0)

Passed 3-0

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].

Community Services & Promotions Director Terrie Banish 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.

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:


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 23rd or April 30th).
2. Event Sponsorship Renewal, ROI Criteria & Event Matrix (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:

Chairperson Harden adjourned the meeting at 3:07 P.M.

MINUTES PREPARED BY:

Signed by:

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Ashley Zamora
Recreation Coordinator

Approved: May 21, 2025

Exhibit A: DRIVE Event Workbook

Exhibit B: DRIVE Event Postcard