



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

SPECIAL MEETING MINUTES

Wednesday, December 4, 2024, at 2:30 P.M.
Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California

CALL TO ORDER:

Chairperson Harden called the Special Meeting to order at 2:35 P.M.

ROLL CALL:

Present: Chairperson Patricia Harden, Vice Chairperson Tom O'Malley and Board Member Jeffrey Lemus

Absent: Board Member Amar Sohi

Vacancy: One Board Member position

Staff Present: Community Services & Promotions Director Terrie Banish, Recording Secretary Ashley Zamora and Verdin Marketing Consultant Ashlee Akers

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 – October 16, 2024, Regular Meeting Minutes**
 - **Recommendation:** ATBID Advisory Board approve the October 16, 2024, Regular Meeting Draft Action Minutes. [City]
2. **ATBID Board Draft Action Minutes – November 18, 2024, Special Meeting Minutes**
 - **Recommendation:** ATBID Advisory Board approve the November 18, 2024, Special Meeting Draft Action Minutes. [City]

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

MOTION BY: Lemus
SECOND BY: O'Malley

1. **Approve Consent Calendar with a correction to Tom O'Malley being listed as the Vice Chairperson.**

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

Passed 3-0

B. BUSINESS ITEMS:

1. **Atascadero Tourism Business Improvement District (ATBID) Board Member Vacancy**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board to elect a board member or make a recommendation to Council to complete the ATBID vacancy term expiring June 30, 2025. [City]

Community Services & Promotions Director Terrie Banish, Clint Pearce, and Charles Doherty 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: Clint Pearce.

Chairperson Harden closed public comment.

MOTION BY: O'Malley
SECOND BY: Lemus

1. **Recommend Council appoint Clint Pearce to fill ATBID vacancy term expiring June 30, 2025.**

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

Passed 3-0

2. **Visit SLO CAL Co-op for 2025 IPW Conference**

- Fiscal Impact: Up to \$8,000.
- Recommendation: ATBID Advisory Board to review and provide staff direction regarding possible participation in the 2025 IPW by sending a delegate to the conference. [City]

Community Services & Promotions Director Terrie Banish and Verdin Marketing Consultant Ashlee Akers 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: Lemus

1. Approve up to \$10,000 to send a delegate to the 2025 IPW Conference.

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

ABSENT (1): Sohi

VACANT (1)

Passed 3-0

3. Atascadero Chamber of Commerce ATBID Award Sponsorship Opportunity

- 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." [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 requested that Staff move forward from the discussion with a plan of action and additional information from the Chamber and bring it back in January.

4. 2024 Bovine Classic Event Recap & 2025 Event Sponsorship Renewal

- Fiscal Impact: Up to \$10,000.
- Recommendations: ATBID Advisory Board:
 1. Receive and file recap of marketing results of the October 26, 2024, Bovine Classic.
 2. Provide staff direction on sponsorship request for the October 25, 2025, Bovine Classic. [Bovine]

Bryan Yates 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: Clint Pearce.

Chairperson Harden closed public comment.

MOTION BY: Lemus

SECOND BY: O'Malley

1. Approve sponsorship renewal up to \$10,000.

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

ABSENT (1): Sohi

VACANT (1)

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 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.

Chairperson Harden reported that a meeting on the new design had been held and Verdin Marketing Consultant Ashlee Akers reported that the Site Map and new design is on track to be presented at the January Board Meeting.

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 Update

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board discuss and provide staff direction on next steps following the oral report to the Board.

Vice Chairperson O'Malley advised that there was nothing to report at this time.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

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

Chairperson Harden closed public comment.

D. BOARD MEMBER COMMENTS:

Vice Chairperson Tom O'Malley advised he would like to invite the new Mayor for Atascadero and the new Supervisor for District 5 to a meeting to talk about future plans, what to expect, etc.

E. FUTURE AGENDA ITEMS: (This section set aside for open discussion on future agenda items)

1. Board member Vacancy next steps (December 2024).
2. Review & amend ATBID Bylaws to include voting format for Lodging Owners for Board Terms. (January 2025).
3. Review Monthly vs. Quarterly TOT reporting. (January 2025)
4. Jump on the School Bus Fair Transportation Renewal (March 2025).
5. Marketing 5-Year Contract Renewal RFP (January 2025).

F. ADJOURNMENT:

Chairperson Harden adjourned the meeting at 4:01 P.M.

MINUTES PREPARED BY:

Signed by:

Ashley Zamora

Ashley Zamora, Recording Secretary
Recreation Coordinator

APPROVED: