



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

IN-PERSON MEETING INFORMATION:

The Advisory Board for the Atascadero Tourism Improvement District (ATBID) meeting will be in-person only and members of the public wanting to participate may attend the meeting in-person.

HOW TO SUBMIT PUBLIC COMMENT:

Individuals wishing to provide public comment may attend the meeting in the Club Room on the Fourth Floor of City Hall, 6500 Palma Avenue, Atascadero, CA 93422.

If you wish to comment but not in-person, please email public comments to ATBID@atascadero.org. Such email **comments must identify the Agenda Item Number in the subject line of the email**. The comments will be forwarded to the ATBID Advisory Board and made a part of the administrative record. ***To ensure distribution to the ATBID Advisory Board prior to consideration of the agenda, the public is encouraged to submit comments no later than 10:00 am the day of the meeting. All correspondence will be distributed to the ATBID Advisory Board, posted on the City's website, and be made part of the official public record of the meeting. Please note, email comments will not be read into the record.*** Please be aware that communications sent to the ATBID Advisory Board are public records and are subject to disclosure pursuant to the California Public Records Act and Brown Act unless exempt from disclosure under applicable law. Communications will not be edited for redactions and will be printed as submitted.

AMERICAN DISABILITY ACT ACCOMMODATIONS:

Any member of the public who needs accommodations should contact the City Clerk's Office at cityclerk@atascadero.org or by calling 805-470-3400 at least 48 hours prior to the meeting or time when services are needed. The City will use their best efforts to provide reasonable accommodations to afford as much accessibility as possible while also maintaining public safety in accordance with the City procedure for resolving reasonable accommodation requests.

ATBID Advisory Board agendas and minutes may be viewed on the City's website:

www.atascadero.org/agendas

Copies of the staff reports or other documentation relating to each item of business referred to on the Agenda are on file in the office of the City Clerk and are available for public inspection on our website, www.atascadero.org. Contracts and Resolutions will be allocated a number once they are approved by the ATBID Advisory Board. The Minutes of this meeting will reflect these numbers. All documents submitted by the public during ATBID Advisory Board meetings that are made a part of the record or referred to in their statement will be noted in the Minutes and available for review by contacting the City Clerk's office. All documents will be available for public inspection by appointment during City Hall business hours.



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

AGENDA

Wednesday, January 21, 2026, at 1:00 P.M.
City of Atascadero, Club Room, 4th Floor
6500 Palma Ave.
Atascadero, California

CALL TO ORDER:

ROLL CALL:

Chairperson, Patricia Harden, SpringHill Suites by Marriott
Vice Chairperson, Amar Sohi, Holiday Inn Express & Suites
Board Member, Clint Pearce, Madonna Enterprises
Board Member, Sarah Maggelet, Templeton Vacation Rentals
Board Member, Chris Oh, The Carlton/ Everlygrove Property Mgmnt.

PUBLIC COMMENT: This portion of the meeting is reserved for persons wanting to address the Board on any matter not on this agenda and over which the Board has jurisdiction. Speakers are limited to three minutes. Please state your name for the record before making your presentation. The Board may take-action to direct the staff to place a matter of business on a future agenda.

A. CONSENT CALENDAR:

1. **ATBID Board Draft Action Minutes – November 19, Regular Meeting Minutes**
 - Recommendation: ATBID Advisory Board approve November 19, 2025, Regular Meeting Draft Action Minutes. [City]

B. BUSINESS ITEMS:

1. **Bovine Classic 2025 Event Recap & 2026 Event Sponsorship Renewal Request**
 - Fiscal Impact: Up to \$20,000.
 - Recommendation: ATBID Advisory Board:
 1. Receive and file recap of the marketing results of the October 2025 event summary and attendance results.
 2. Provide staff direction on the 2026 event support request renewal. [Bovine Classic/ Bryan Yates]
2. **California Mid-State Fair 2026 Sponsorship Program**
 - Fiscal Impact: Up to \$3,750.
 - Recommendation: ATBID Advisory Board:
 1. Receive and file recap of the 2025 California Mid-State Fair sponsorship program.
 2. Provide staff direction to renew the California Mid-State Fair sponsorship program for 2026. [City]

3. Quarterly Marketing Results

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board to receive and file Verdin Marketing's Quarterly Marketing Report for Q2 2025. [Verdin Marketing]

4. SLO CAL Visitor Profile Study Co-op Performance Results

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the SLO CAL Visitor Profile Study Co-op Performance Results. [SLO CAL]

5. Budget Report Update & Performance Results

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the Budget Report & Performance Results. [City]

C. 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]

D. BOARD MEMBER COMMENTS:

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

1. Atascadero Fall Festival (February 2026).
2. Tin City Tie-in Opportunities (February 2026).
3. Annual Reserve discussion (February 2026).
4. Welcome Center Location Update/ Opportunity (Pending timing).
5. California Mid-State Fair Sponsorship Renewal (February 2026)
6. Lodging Owners Meeting for Board Terms: February 18, 2026 at 3:30 pm, City Hall
7. Upcoming City Council Meeting Industry Related Items:
 - Short Term Rental Ordinance – postponed, date TBD.
 - Strategic Planning – January 30th & 31st.

F. ADJOURNMENT: