



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

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## MEETING MINUTES

Wednesday, February 18, 2026, at 1:00 P.M.  
City of Atascadero, Club Room, 4th Floor  
6500 Palma Ave.  
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 Sohi, Chairperson Harden  
Vacant: None.  
Absent: Board Members Sarah Maggelet and Christopher Oh  
Staff Present: Terrie Banish, Director Community Services & Promotions

### PUBLIC COMMENT:

*Chairperson Harden opened public comment.*

The following citizens provided public comment: None

*Chairperson Harden closed public comment.*

### A. CONSENT CALENDAR:

#### 1. ATBID Board Draft Action Minutes – January 21, 2026, Regular Meeting Minutes

- Recommendation: ATBID Advisory Board approve January 21, 2026, Regular Meeting Draft Action Minutes. [City]

**MOTION BY:** Pearce

**SECOND BY:** Oh

#### 1. Approve Consent Calendar.

AYES (3): Pearce, Sohi, Harden

ABSENT (2): Maggelet, Sohi

VACANT (0): None.

***Passed 3-0***

***1:07 Board Member Maggelet arrived.***

**B. BUSINESS ITEMS:**

**1. Atascadero Fall Festival 2025 Event Recap & 2026 Event Sponsorship Renewal Request**

- Fiscal Impact: Up to \$25,000.
- Recommendation: ATBID Advisory Board:
  1. Receive and file recap of the marketing results of the November 2025 Atascadero Fall Festival.
  2. Provide staff direction on the 2026 event support request renewal. [En Fuego Events/ Andres Nunos]

Andres Nuno from En Fuego Events presented the items and answered questions from the 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:** Maggelet

1. **The Board received and filed the marketing results of the November 2025 Atascadero Fall Festival**
2. **The Advisory Board motioned to move forward with 2026 new event date and event support for \$25,000.**

AYES (3): Pearce, Maggelet, Harden

NAYES (1): Sohi

ABSENT (1): Oh

VACANT (0):

***Passed 3-1***

**2. Central Coast Craft Beer Festival 2025 Event Update**

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file the Central Coast Craft Beer Consortium's event update for the Central Coast Craft Beer Festival to be held on March 21, 2026. [En Fuego Events/ Andres Nunos]

Andres Nuno from En Fuego Events presented the item and answered questions from the 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 Central Coast Craft Beer Consortium’s event update for the Central Coast Craft Beer Festival.**

**3. ATBID Advisory Board Review Monthly Meeting Times**

- Fiscal Impact: None.
- Recommendation ATBID Advisory Board to revisit and provide staff direction to move meeting times on the 3<sup>rd</sup> Wednesday of the month from 1:00 pm – 3:00 pm back to 2:30 -4:30 pm or leave it in place [City].

Director Banish with the City 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. The Board motioned to move meeting times on the 3<sup>rd</sup> Wednesday of the month back to 2:30-4:30pm.**

AYES (4): Pearce, Maggelet, Harden, Sohi

NAYES (0):

ABSENT (1): Oh

VACANT (0):

***Passed 4-0***

**4. Budget Report Update & Performance Results**

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

Director Banish with the City 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 Report & Performance Results.**

**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]

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D. **BOARD MEMBER COMMENTS:** Board Members request Heather Moreno present at a future meeting to discuss updates on county events.

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

1. Annual Reserve discussion (March).
2. ATBID Annual Budget Assessment Approval (May).
3. California Mid-State Fair 2026 Sponsorship Program (March)
  - 2026 CMSF Annual Awards – Friday, March 27, 5:30 pm, Paso Robles Event Center
4. Lodging Owners Meeting for Board Terms: February 18, 2026, at 3:30 pm, City Hall
5. Quarterly Marketing Recap (April).
6. Upcoming City Council Meeting Industry Related Items:
  - Short Term Rental Management Report – February 24<sup>th</sup> City Council Meeting, 6 pm

F. **ADJOURNMENT:**

Chairperson Harden adjourned the meeting at 2:22 P.M.

**MINUTES PREPARED BY:**

Signed by:

*Ashley Zamora*

Ashley Zamora

Recreation Coordinator