



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

MEETING MINUTES

Wednesday, April 15, 2026, at 2:30 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 2:33 P.M.

ROLL CALL:

Present: Board Members Clint Pearce and Christopher Oh, Vice Chairperson Sohi, Chairperson Harden

Vacant: None.

Absent: Sarah Maggelet

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.

PRESENTATION:

1. **County Update from Supervisor Heather Moreno**
5th District County Supervisor, Heather Moreno

A. CONSENT CALENDAR:

1. **ATBID Board Draft Action Minutes – March 18, 2026, Regular Meeting Minutes**
 - Recommendation: ATBID Advisory Board approve March 18, 2026, Regular Meeting Draft Action Minutes. [City]

MOTION BY: Sohi

SECOND BY: Oh

1. **Approve Consent Calendar.**

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

ABSENT (1): Maggelet,

VACANT (0): None.

Passed 4-0

B. BUSINESS ITEMS:

1. 2026-2027 ATBID Annual Assessment Review

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board review and provide staff direction on any changes to the Annual Assessment for the second year of the two-year budget cycle for the 2026-2027 fiscal year. [City]

Director Banish from the City 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: Sohi

- 1. The Board motioned to approve the Annual Assessment for the second year of the two-year budget cycle.**

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

NAYES (0):

ABSENT (1): Maggelet

VACANT (0):

Passed 4-0

2. VisitAtascadero.com Expanded Calendar Offerings

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board to review and provide staff direction on adding event venues, signature events and attractions, within close proximity be added to the Event Calendar on the VisitAtascadero.com website. [City & Verdin Marketing]

Director Banish with the City and Ashlee Akers with Verdin Marketing 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.

MOTION BY: Sohi

SECOND BY: Oh

- 1. The Board motioned to approve adding event venues, signature events and attractions within a 20-mile radius to be added to the Event Calendar.**

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

NAYES (0):

ABSENT (1): Maggelet

VACANT (0):

Passed 4-0

3. Neighborhood Tab Campaign Extension

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board to discuss and provide staff direction to continue the Winter Neighborhood Tab Campaign promotion into the Spring timeframe. [Verdin Marketing]

Ashlee Akers with Verdin Marketing presented the item and answered questions from the board.

3:10 Sohi left the meeting.

3:11 Sohi returned to the meeting.

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens provided public comment on this item: Matt Halverson with Visit SLO Cal

Chairperson Harden closed public comment.

3:25 Sohi left the meeting.

MOTION BY: Oh

SECOND BY: Pearce

- 1. The Board motioned to continue the campaign through the end of May or while supplies last.**

AYES (3): Oh, Pearce, Harden

NAYES (0):

ABSENT (2): Maggelet, Sohi

VACANT (0):

Passed 3-0

4. Quarterly Marketing Report

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board to receive and file Verdin Marketing's Quarterly Marketing Report for Q3 2026. [Verdin Marketing]

Ashlee Akers with Verdin Marketing 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.

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The Board received and filed Verdin Marketing's Quarterly Marketing Report.

3:35 Sohi returned to meeting.

5. 2026 IPW Conference Delegate Update

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board review and provide staff direction regarding delegate assignment for participation at the 2026 IPW conference. [City]

Director Banish with the City 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.

MOTION BY: Pearce

SECOND BY: Oh

- 1. The Board motioned to assign Director Terrie Banish to participate at the 2026 IPW Conference.**

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

NAYES (0):

ABSENT (1): Maggelet

VACANT (0):

Passed 4-0

6. Budget Report Update & Performance Results

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

Director Banish with the City and Ashlee Akers with Verdin Marketing 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 Budget Report Update & 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 would like to revisit the board’s Mission and Vision Statement in a future meeting.

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

1. 2026-2027 Marketing Plan Review (May).
2. Event recap for Christmas at Santa Margarita Ranch (May).
3. Event recap & renewal for Garden Lights & Winter Nights (May).

F. **ADJOURNMENT:**

Chairperson Harden adjourned the meeting at 4:13 P.M.

MINUTES PREPARED BY:

Signed by:



Ashley Zamora

Recreation Coordinator