



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

SPECIAL MEETING MINUTES

Wednesday, May 6, 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 2:34 P.M.

ROLL CALL:

Present: Board Members Sarah Maggelet, Vice Chairperson Sohi, Chairperson Harden

Vacant: None.

Absent: Board Members Christopher Oh and Clint Pearce

Staff Present: Terrie Banish, Director Community Services & Promotions

2:35pm Board Member Christopher Oh arrived.

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 – April 15, 2026, Regular Meeting Minutes

- Recommendation: ATBID Advisory Board approve April 15, 2026, Regular Meeting Draft Action Minutes. [City]

MOTION BY: Sohi

SECOND BY: Oh

1. Approve Consent Calendar.

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

ABSENT (1): Pearce

VACANT (0): None.

Passed 4-0

B. BUSINESS ITEMS:

1. Value Proposition, Ten Year Vision, Tourism & Promotional Game Plan Review

- Fiscal Impact: None.
- Recommendation: ATBID Advisory Board receive and file Value Proposition, Ten Year Vision and the Tourism and Promotional Game Plan review that was created and set the direction for ATBID in 2015. [City]

Director Banish with 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.

The Board received and filed Value Proposition, Ten Year Vision and the Tourism and Promotional Game Plan review that was put in place for ATBID in 2015.

2. 2026-2027 Marketing Plan & Paid Media Strategy

- Fiscal Impact: \$295,000 in budgeted funds.
- Recommendation: ATBID Advisory Board to discuss and provide staff direction on the 2026-2027 Marketing Plan & Strategy for Visit Atascadero. [Verdin Marketing]

Ashley Mastako 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. Board motions to approve 2026-2027 Marketing Plan & Strategy for Visit Atascadero.

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

ABSENT (1): Pearce

VACANT (0): None.

Passed 4-0

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: None.

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

1. Review TBID Event Tiers (June).
2. Event recap & renewal for Central Coast Beer Festival (June).

3. Event recap & renewal for Central Coast Cider Festival (June).
4. Event recap for Christmas at Santa Margarita Ranch (August).
5. Event recap & renewal for Garden Lights & Winter Nights (August).
6. Rules of the Annual Assessment (August).

F. ADJOURNMENT:

Chairperson Harden adjourned the meeting at 3:46 P.M.

MINUTES PREPARED BY:

Signed by:

Ashley Zamora

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Ashley Zamora

Recreation Coordinator