



## **ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA**

### **\* COVID-19 NOTICE \***

Consistent with the SLO County Region 1–Southern California Regional Stay at Home Order, the Atascadero Tourism Business Improvement District Meeting will not be physically open to the public and Advisory Board Members will be teleconferencing into the meeting.

#### **HOW TO OBSERVE THE MEETING:**

To maximize public safety while still maintaining transparency and public access, the meeting will be available by visiting <https://zoom.us/j/99761657551>.

#### **HOW TO SUBMIT PUBLIC COMMENT:**

Members of the public are highly encouraged to join the video conference to listen and provide public comment.

#### **AMERICAN DISABILITY ACT ACCOMMODATIONS:**

Any member of the public who needs accommodations should contact the City Clerk's Office at [cityclerk@atascadero.org](mailto: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.

Atascadero Tourism Business Improvement District Board Meeting agendas and minutes may be viewed on the City's website: [www.atascadero.org](http://www.atascadero.org).

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](http://www.atascadero.org). Contracts, Resolutions and Ordinances will be allocated a number once they are approved by the City Council. The Minutes of this meeting will reflect these numbers. All documents submitted by the public during Council meetings that are either read into 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 during City Hall business hours once City Hall is open to the public following the termination of the Shelter at Home Order.



## **ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT**

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### **AGENDA**

**Wednesday, April 21, 2021 at 2:30 P.M.**

**Video Conference: <https://zoom.us/j/99761657551>  
Atascadero City Hall - 6500 Palma Avenue, Club Room  
Atascadero, California**

#### **CALL TO ORDER:**

**ROLL CALL:** Chairperson Tom O'Malley, Portola Inn  
Board Member Deana Alexander, The Carlton Hotel  
Board Member Patricia Harden, SpringHill Suites by Marriott  
Board Member Amar Sohi, Holiday Inn Express and Suites  
Vacancy

#### **APPROVAL OF AGENDA:**

**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 maximum of 30 minutes will be allowed for Public Comment, unless changed by the Board.

#### **A. CONSENT CALENDAR**

##### **1. ATBID Draft Action Minutes – March 17, 2021**

- Recommendation: Approve the Draft Action Minutes of March 17, 2021. [Big Red Marketing]

#### **B. BUSINESS ITEMS**

##### **1. Atascadero Fall Fest Event Sponsorship Presentation**

- Recommendation: Review and provide staff direction for the Atascadero Fall Fest event sponsorship presentation. [Fall Fest]
- Fiscal Impact [GL 2801]: \$5,000.

##### **2. Atascadero Lakeside Wine Passport Sponsorship Presentation**

- Recommendation: Review and provide direction for the Atascadero Lakeside Wine Passport sponsorship program. [Atascadero Lakeside Wine Festival]
- Fiscal Impact [GL 2801]: \$5,000.

### **3. Destination Management Services and Destination Marketing Services Contract Renewals**

1. Recommendation: Review and provide staff direction for the renewal of the Big Red Marketing 2021/2022 fiscal year contract. [Big Red Marketing]
2. Recommendation: Review and provide staff direction for the renewal of the Verdin Marketing 2021/2022 fiscal year contract. [Verdin]
- Fiscal Impact [GL Varied]: \$251,250.

### **4. Interim Vice Chairperson Nomination**

- Recommendation: Discuss and provide staff direction for the interim Vice Chairperson position. [Big Red Marketing]
- Fiscal Impact: None.

### **5. Monthly Budget Report**

- Recommendation: Receive and file Monthly Budget Report. [Big Red Marketing]
- Fiscal Impact: None.

## **C. UPDATES**

1. Visit SLO CAL TMD Update – Board Member Sohi
2. Visit SLO CAL Marketing Committee Update –City Manager’s Office
3. Destination Management Update – Big Red Marketing
4. City Business Update – City Manager’s Office

## **D. BOARD MEMBER COMMENTS**

## **E. FUTURE AGENDA ITEMS**

1. Chairperson and Vice Chairperson Nomination
2. In-Person Meetings

## **F. ADJOURNMENT**

# Atascadero Tourism Business Improvement District (ATBID)

## ***WELCOME TO THE ATBID MEETING***

The ATBID Advisory Board meets in regular session on the third Wednesday of each month at 2:30 p.m. Board meetings will be held at the Atascadero City Hall, 6500 Palma Avenue, Atascadero. Matters are considered by the Advisory Board in the order of the printed Agenda.

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 during City Hall business hours at the Atascadero City Hall, 6500 Palma Avenue, Atascadero, and on our website, [www.atascadero.org](http://www.atascadero.org). All documents submitted by the public during Advisory Board meetings that are either read into the record or referred to in their statement will be noted in the minutes and available for review in the City Clerk's office.

In compliance with the Americans with Disabilities Act, **if you need special assistance to participate in a City meeting or other services offered by this City**, please contact the City Manager's Office or the City Clerk's Office, both at (805) 470-3400. Notification at least 48 hours prior to the meeting or time when services are needed will assist the City staff in assuring that reasonable arrangements can be made to provide accessibility to the meeting or service.

### **TO SPEAK ON SUBJECTS NOT LISTED ON THE AGENDA**

Under the Agenda item, "PUBLIC COMMENT", the Chairperson will call for anyone from the audience wishing to speak concerning any item not on the Agenda to approach the lectern and be recognized.

1. Give your name for the record (not required)
2. State the nature of your business.
3. All comments are limited to 3 minutes.
4. All comments should be made to the Chairperson and Advisory Board.
5. No person shall be permitted to make slanderous, profane or negative personal remarks concerning any other individual, absent or present.

This is the time items not on the Agenda may be brought to the Advisory Board's attention. A maximum of 30 minutes will be allowed for PUBLIC COMMENT (unless changed by the Advisory Board). If you wish to use a computer presentation to support your comments, you must notify the City Clerk's office at least 24 hours prior to the meeting. Digital presentations must be brought to the meeting on a USB drive or CD. You are required to submit to the City Clerk a printed copy of your presentation for the record. Please check in with the City Clerk before the meeting begins to announce your presence and turn in your printed copy.

### **TO SPEAK ON AGENDA ITEMS (from Title 2, Chapter 1 of the Atascadero Municipal Code)**

Members of the audience may speak on any item on the agenda. The Chairperson will identify the subject, staff will give their report, and the Advisory Board will ask questions of staff. The Chairperson will announce when the public comment period is open and will request anyone interested to address the Advisory Board regarding the matter being considered to step up to the lectern. If you wish to speak for, against or comment in any way:

1. You must approach the lectern and be recognized by the Chairperson
2. Give your name (not required)
3. Make your statement
4. All comments should be made to the Chairperson and Advisory Board
5. No person shall be permitted to make slanderous, profane or negative personal remarks concerning any other individual, absent or present
6. All comments limited to 3 minutes

The Chairperson will announce when the public comment period is closed, and thereafter, no further public comments will be heard by the Advisory Board.