

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



MINUTES

Wednesday, March 17, 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:

Board Member Alexander called the meeting to order at 2:31 p.m.

ROLL CALL:

Present: Board Member Alexander, Board Member Harden, Board Member Sohi

Vacant: None.

Absent: Chairperson O'Malley, Vice Chairperson Caprau

Staff Present: Destination Management Consultant Hanna Meisinger, Destination Management Consultant Amanda Diefenderfer, Destination Management Coordinator Dominique Lau, Marketing Consultant Ashlee Akers and Deputy City Manager/Outreach Promotions Terrie Banish.

APPROVAL OF AGENDA:

MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve the agenda.
Motion passed 3:0 by a voice vote.

PUBLIC COMMENT: None.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – February 17, 2021

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

MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve the consent calendar.
Motion passed 3:0 by a voice vote.

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.

Andres Nunno presented information about the Atascadero Fall Fest Event and answered questions from the Board. The Board requested additional event date considerations and additional information to help direct a decision be presented at the April 21, 2021 Board Meeting.

PUBLIC COMMENT: None.

**The Atascadero Fall Fest Sponsorship Presentation
was received and staff direction was provided.**

2. The Garagiste Festival Event Sponsorship Presentation

- Recommendation: Review and provide staff direction for the 2021 Garagiste Festival event sponsorship presentation. [Garagiste]
- Fiscal Impact [GL 2801]: Up to \$10,000.

Doug Minnick and Stewart McCallum presented information about the Garagiste Festival Event and presented on the 2021 Garagiste Festival Overview Sponsor Document (Exhibit A). Minnick and McCallum answered questions from the Board.

PUBLIC COMMENT: None.

MOTION: By Board Member Alexander and seconded by Board Member Sohi to approve event sponsorship in the amount of \$5,000 for the 2021 Garagiste Festival with the requirement that at least one event takes place in Atascadero.
Motion passed 3:0 by a roll call vote.

3. Monthly Budget Report

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

Destination Management Consultant Hanna Meisinger presented a budget report and answered questions from the Board.

PUBLIC COMMENT: None.

***The Monthly Budget Report
was received and filed.***

C. UPDATES

1. Visit SLO CAL TMD Update – Board Member Sohi – Board Member Sohi presented updates from the Visit SLO CAL TMD meeting including the summer reopening of Highway 1, grant to extend the Bob Jones trail, Kathy Tolle as the new Chief Marketing Officer, and reopening of California theme parks with limited capacity. Sohi answered questions from the Board.
2. Visit SLO CAL Marketing Committee Update – City Manager's Office – Deputy City Manager Banish provided updates from the Visit SLO CAL Marketing Committee meeting including information about the Oceano Dunes, reopening of airport routes, and the Strategic Planning Retreat. Destination Marketing Consultant Akers recommended a visiting futureoftourism.org to learn more about sustainable tourism. Banish answered questions from the Board.
3. Destination Management Update – Big Red Marketing – Destination Management Consultant Meisinger presented destination management updates including the media opportunity sent to lodging partners regarding outdoor seating. Meisinger answered questions from the Board.
4. City Business Update – City Manager's Office – Deputy City Manager Banish provided City updates including budget progress, strategic planning for Measure D20, and the virtual Brew at the Zoo event. Banish answered questions from the Board.

D. BOARD MEMBER COMMENTS

None.

E. FUTURE AGENDA ITEMS

1. Chairperson and Vice Chairperson Nomination

F. ADJOURNMENT

Board Member Alexander adjourned the meeting at 3:42 p.m.



Hanna Meisinger, Destination Management Consultant

APPROVED: April 21, 2021

Exhibit A: Overview Sponsor Document

EXHIBIT A



Event Support Application Form

Garagiste Events, Inc. A 501c3 Non Profit Organization

Requesting Organization: _____

Contact: Doug Minnick Phone Number: _____

Email: DKMINNICK@MAC.COM Mailing Address: _____

City, State, Zip: Tempton, CA 93465

Name of Event: The 10th Annual Garagiste Festival

Event Description: The first and only, world renowned
gathering of high-quality "garagiste"
MICRO-WINERIES

Event Dates/Times: Nov 11, 12, 13, 14, 2021

Is event located in Atascadero? ☒ Yes ☐ No

Venue Name: Pavilion on the Lake

Venue Location: _____

Event Website: GARAGISTEFESTIVAL.COM

Are you receiving in-kind or financial support from the City of Atascadero?

☐ Yes ☐ No ☒ Hopefully!

Total Anticipated Attendees: 800 Portion From Outside SLO County: 74 %

Is this the first year the event will take place? ☐ Yes ☒ No

If this event has taken place previously, please provide historical data including attendance numbers: See attached document

Are tickets sold for your event? If so, please provide the price per ticket and any package opportunities.

Yes. \$45 + \$120 (Weekend Pass)
Subject to change.

Crowd Control Safety Plan Details:

Not sure what is being asked here. We've done
25 of these events and will employ the same
methods as in previous events.

Will the event require an ABC Permit? ☒ Yes ☐ No

Has a City permit been issued for your event or contracted the venue for your event date? ☐ Yes ☐ No ☒ Not yet

Describe how the event supports Visit Atascadero's mission and goals:

See attached documents.

Select eligible event tier for your event (eligibility is based on one or more qualifying factors and additional considerations):

<input checked="" type="checkbox"/>	Tier 1	<ul style="list-style-type: none">• Attracts 1,500+ attendees• At least 35-40% of target market is out-of-town visitors• Marketing campaigns reach at least 1,000 subscribers• Event encourages multi-night stay in Atascadero	Total Support = Up to \$10,000
<input type="checkbox"/>	Tier 2	<ul style="list-style-type: none">• Attracts 750+ attendees• At least 25-30% of target market is out-of-town visitors• Marketing campaigns reach at least 500 subscribers• Event encourages overnight stay in Atascadero	Total Support = Up to \$7,500
<input type="checkbox"/>	Tier 3	<ul style="list-style-type: none">• Attracts 750 or less attendees• Marketing message encourages visiting Atascadero• Marketing campaigns reach at least 500 subscribers• Event encourages overnight stay in Atascadero• Event appears sustainable and offers growth potential in number of days and/or attendance to grow to Tier 2	Eligible for In-kind Support

Additional details about eligible event tier qualification:

We far exceed All Tier 1 requirements except event-day attendance, but our year round activity more than makes up for that. We can promote Atascadero for a 12 month period for a Tier One sponsorship.

Support Request (desired monetary amount or in-kind marketing support):

\$10,000 plus use of Pavilion at the Lake