



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

MINUTES

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:

Chairperson O'Malley called the meeting to order at 2:34 p.m.

ROLL CALL:

Present: Chairperson O'Malley, Board Member Alexander, Board Member Harden, Board Member Sohi

Vacant: One vacancy.

Absent: None.

Staff Present: Destination Management Consultant Hanna Meisinger, Destination Management Consultant Amanda Diefenderfer, 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 Harden to approve the agenda.
Motion passed 3:0 by a roll call vote.

PUBLIC COMMENT: None.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – March 17, 2021

- Recommendation: Approve the Draft Action Minutes of March 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 roll call 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.

The representative from Atascadero Fall Fest was unable to attend the meeting. Chairperson O'Malley appointed an AdHoc committee to continue conversations with Atascadero Fall Fest event management. The AdHoc committee of Board Member Sohi and Board Member Harden were given permission to approve or deny the sponsorship opportunity based on event dates provided by management.

PUBLIC COMMENT: None.

***The Atascadero Fall Fest Event Sponsorship Presentation
was received and filed.***

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.

Atascadero Lakeside Wine Festival representative, Josh Cross, presented the Atascadero Lakeside Wine Passport sponsorship and answered questions from the Board. Public member Ketchum requested additional considerations for transportation options.

PUBLIC COMMENT: Corina Ketchum.

MOTION: By Board Member Sohi and seconded by Chairperson O'Malley to approve event sponsorship in the amount of \$5,000 for the Atascadero Lakeside Wine Passport Sponsorship.
Motion passed 4:0 by a roll call vote.

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.

Destination Management Consultants, Hanna Meisinger and Amanda Diefenderfer, presented Big Red Marketing's scope of work and tentative 2021/2022 fiscal year budget and answered questions from the Board.

PUBLIC COMMENT: None.

MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve the extension of Big Red Marketing's contract for one year.
Motion passed 4:0 by a roll call vote.

Destination Marketing Consultant Ashlee Akers presented information from their efforts during the 2020/2021 fiscal year (exhibit A) and answered questions from the Board.

PUBLIC COMMENT: None.

MOTION: By Chairperson O'Malley and seconded by Board Member Alexander to approve the extension of Verdin Marketing's contract for one year.
Motion passed 4:0 by a roll call vote.

4. Interim Vice Chairperson Nomination

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

Destination Management Consultant Hanna Meisinger presented information on the interim Vice Chairperson position, included term length. Chairperson O'Malley shared that Board Member Harden had expressed interest in the position.

PUBLIC COMMENT: None.

MOTION: By Board Member Alexander and seconded by Board Member Sohi to approve the nomination of Board Member Harden as the interim Vice Chairperson.
Motion passed 4:0 by a roll call vote.

5. Monthly Budget Report

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

Destination Management Consultant Hanna Meisinger presented the monthly 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 an update from the Visit SLO CAL TMD Update including updates on the Oceano Dunes and the Visit SLO CAL Asset Co-op. Sohi answered questions from the Board.

2. Visit SLO CAL Marketing Committee Update – City Manager's Office – Deputy City Manager Banish presented updates from the Visit SLO CAL Marketing Committee including updates from the marketing retreat. Banish answered questions from the Board.
3. Destination Management Update – Big Red Marketing – Destination Management Consultant Meisinger provided the Destination Management update including information about the May 3, 2021 Nomination Meeting, the upcoming Annual Assessment meetings, the cancellation of the 2021 Central Coast CiderFest, and the resignation of a Board Member. Meisinger answered question from the Board, including a request from Chairperson O'Malley to consider in-person meetings.
4. City Business Update – City Manager's Office – Deputy City Manager Banish provided updates from City Business including an update on the Brew at the Zoo, the summer concert series, and Zoo Garden opening. Banish answered questions from the Board.

D. BOARD MEMBER COMMENTS

Chairperson O'Malley requested the opportunity to discuss having a Tourism Political Action committee on a future agenda item.

E. FUTURE AGENDA ITEMS

1. Chairperson and Vice Chairperson Nomination
2. In-Person Meetings
3. Tourism Political Impact Committee
4. Political/Action Topics Presentation by the Mayor and/or County Supervisor

E. ADJOURNMENT

Chairperson O'Malley adjourned the meeting at 3:53 p.m.



Hanna Meisinger, Destination Management Consultant

APPROVED: May 19, 2021

Exhibit A: Verdin Marketing 2020/2021 Analytics


EXHIBIT A

VISIT ATASCADERO

DESTINATION MARKETING

4/21/21

VERDIN

A photograph of a man and a woman sitting at a dark wooden table in a restaurant. They are both holding glasses of beer. In front of them are two white rectangular plates, each containing a burger and a side of french fries. The burger on the left has a white cheese sauce, while the one on the right has a beef patty and sliced onions. The background is blurred, showing a bar area.

2020/2021 RECAP



OVERVIEW

Fiscal year 2020/2021 is focused around recovery and efficiency. With so many unknowns, we took a conservative approach and refocused all marketing efforts to our owned channels. This included content development, social media, website enhancements and new programs that would support our local businesses while sharing destination experiences.



COMPLETED INITIATIVES

- Developed a COVID-19 Recovery Marketing Plan
- Content development: created three persona-based itineraries that are housed on VisitAtascadero.com
- Three social media takeovers highlighting local businesses giving our followers behind the scenes access.
 - Charles Paddock Zoo (reaching 974 people)
 - The ARTery (reaching 3,357 people)
 - Colony Market & Deli (reaching 2,097 people)
- Developed a "Atascadero Backstage Pass" program that featured off-the-beaten-path outdoor experiences via social media videos. More than 2,500 people engaged with our Instagram stories.
 - Hiking along Los Lomas Trail
 - Hiking Three Bridges Oak Preserve
 - Biking through the Garden Farms neighborhood

SUPPORT
ATASCADERO
BUSINESSES ❤️



@streetsidealehouse

COMPLETED INITIATIVES

- Designed and deployed a "Local Business Spotlight" social campaign that includes up to five Instagram story slides sharing local content. We have featured:
 - Halfway Station
 - Ancient Peaks
 - Chaparral Gardens
 - Juice Boss
 - Colony Mash Brewing
 - Country Touch Cafe
 - Traffic Record Store
 - Bloom N' Grow Florist
 - Sylvester's Burgers
 - Mudflat Mercantile
 - Street Side Ale House
 - Joebella Coffee
 - Colony Market and Deli



COMPLETED INITIATIVES

Due to the stay-at-home order and restrictions on travel, paid media was paused in 2020, however we used this time to develop two new brand videos with the goal of showcasing our beautiful outdoor experiences. We focused on the family persona and outdoor adventurer. The campaign launched in March of 2021.

A photograph of three people riding horses on a dirt path. The path is flanked by tall, dry grass and large, leafy trees. The sun is shining from the left, creating long shadows. The riders are a man in a plaid shirt, a woman in a light blue shirt, and another person further back. The text "2021/2022 BUDGET PLAN" is overlaid in white, bold, sans-serif font in the center of the image.

2021/2022 BUDGET PLAN



2021/2022 PLAN

As vaccines continue to be distributed and travel restrictions are lifted, Verdin plans to relaunch all marketing channels including paid and earned media. The momentum we have built in the owned space through social media will continue and we will look for ways to leverage content and bring efficiencies.

- Develop a robust paid media plan utilizing new assets and channels such as native, programmatic and search.
- Re-engage an email marketing campaign to build our subscriber database and tell the Atascadero story
- Social media content creation, implementation and management
- Coordination with our industry partners such as Visit SLO CAL and CCTC for reactive public relations efforts which may include content submissions, FAM coordination and story pitching
- Website enhancements and content development
- Creation of new assets including photography and video



SCOPE OF WORK

Media Costs, Planning & Placement:	\$106,000
Creative Development:	\$30,000
Social Media & E-Newsletter	\$30,000
Public Relations:	\$5,000
Website Updates:	\$3,000
Marketing Plan and Management:	\$26,000
TOTAL:	\$200,000

QUESTIONS