



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

MINUTES

Wednesday, May 19, 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 2:32 p.m.

ROLL CALL:

Present: Chairperson O'Malley, Interim Vice Chairperson Harden, Board Member Sohi

Vacant: One vacancy.

Absent: Board Member Alexander.

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 Interim Vice Chairperson Harden to approve the agenda.
Motion passed 3:0 by a voice vote.

PUBLIC COMMENT: Loreli Cappel and Cindy Chavez.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – April 21, 2021

- Recommendation: Approve the Draft Action Minutes of April 21, 2021. [Big Red Marketing]

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

B. BUSINESS ITEMS

1. Draft 2021-2022 Visit Atascadero Annual Report & Budget

- Recommendation: Review and provide staff direction on the 2021-2022 Annual Report and Budget for Visit Atascadero. [City Staff/Big Red Marketing]
- Fiscal Impact: None.

City of Atascadero representative, Cindy Chavez, presented the budget to the Board. Deputy City Manager, Terrie Banish, presented information about the budget and the annual report and answered questions from the Board.

PUBLIC COMMENT: None.

MOTION: By Chairperson O'Malley and seconded by Interim Vice Chairperson Harden to approve the Draft 2021-2022 Visit Atascadero Annual Report & Budget.
Motion passed 3:0 by a roll call vote.

2. TOT Collection Software Billing Platform

- Recommendation: Review and provide staff direction on software billing platform to allow monthly TOT collection. [City Staff]
- Fiscal Impact [GL TBD]: Approx. \$10,000 Annually.

Deputy City Manager, Terrie Banish, introduced Cindy Chavez again, who presented on the TOT Collection Software Billing Platform and answered questions from the Board. There were questions relating to opportunities with host compliance.

PUBLIC COMMENT: Brendan Pringle.

MOTION: By Board Member Sohi and seconded by Interim Vice Chairperson Harden to approve TOT Collection Software Billing Platform.
Motion passed 3:0 by a roll call vote.

3. In-Person Meetings

- Recommendation: Approve in-person meetings option starting August 2021. [Big Red Marketing]
- Fiscal Impact: None.

Destination Management Consultant Meisinger shared the updates on in-person meetings, including the first available date to start in-person meetings. Deputy City Manager Banish provided an update from the City regarding the meeting space and answered questions from the Board.

PUBLIC COMMENT: None.

MOTION: By Board Member Sohi and seconded by Interim Vice Chairperson Harden to approve in-person meetings option starting August 2021.

4. Atascadero Fall Fest Ad Hoc Committee Update

- Recommendation: Receive and file Atascadero Fall Fest Update. [Ad Hoc Committee]
- Fiscal Impact: None.

Destination Management Consultant Meisinger provided an update from the Atascadero Fall Fest Ad Hoc Committee, including the set date and approval of event support. Meisinger answered questions from the Board.

PUBLIC COMMENT: None.

***The Atascadero Fall Fest Ad Hoc Committee Update
was received and filed.***

5. Monthly Budget Report

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

Destination Management Consultant Meisinger provided updates on the Budget and answered questions from the Board.

PUBLIC COMMENT: None.

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

C. UPDATES

1. Visit SLO CAL Marketing Committee Update – City Manager's Office – Deputy City Manager Banish shared updates from the Visit SLO CAL Marketing Committee Update including the Spartan Race, Google My Business, and House of Brands. Destination Marketing Consultant Akers provided updates from Visit CA. Banish answered questions from the Board.
2. Visit SLO CAL TMD Update – Board Member Sohi – Board Member Sohi shared additional Visit SLO CAL information and answered questions from the Board.
3. Destination Management Update – Big Red Marketing – Destination Management Consultant Meisinger provided updates including nomination meeting updates, the annual assessment, and the Spartan Race. Meisinger answered questions from the Board.
4. City Business Update – City Manager's Office – Deputy City Manager Banish provided city business updates including Cruisin' Weekend, Dancing in the Streets, the opening of the Zoo Garden and answered questions from the Board.

D. BOARD MEMBER COMMENTS

None.

E. FUTURE AGENDA ITEMS

1. Chairperson and Vice Chairperson Nomination
2. Tourism Political Action Ad Hoc Committee
3. Political/Action Topics Presentation by the Mayor and/or County Supervisor
4. STR Reports

E. ADJOURNMENT

Chairperson O'Malley adjourned the meeting at 3:49 p.m.



Hanna Meisinger, Destination Management Consultant

APPROVED: June 16, 2021