



## **CITY OF ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT SPECIAL MEETING (STUDY SESSION) AGENDA**

**Consistent with Executive Order N-29-20 and N-08-21 the ATBID Meeting will not be physically open to the public and 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 for public participation through the following link <https://us02web.zoom.us/j/84109944684?pwd=NFJKbC9ONHlzU2xCRDhLdjAyUjVwZz09>.

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

Members of the public are highly encouraged to use the link above or may call **1(669) 900-6833** (Webinar ID: 841 0994 4684, Passcode: 443860) to listen and provide public comment via phone or submit written public comments to [cityclerk@atascadero.org](mailto:cityclerk@atascadero.org) by 12:00 pm on the day of the meeting. Such email **comments must identify the Agenda Item Number in the subject line of the email.** The comments will be forwarded to the ATBID Board and be made a part of the administrative record. If a comment is received after the deadline for submission but before the close of the meeting, the comment will still be included as a part of the administrative record of the meeting but will be forwarded to the ATBID Board following the meeting. ***Please note, email comments will not be read into the record.***

### **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.

ATBID 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 ATBID Board. The Minutes of this meeting will reflect these numbers. All documents submitted by the public during ATBID 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 by appointment during City Hall business hours.

# SPECIAL MEETING

## Atascadero Tourism Business Improvement District Advisory Board

Wednesday, July 21, 2021  
2:30 P.M.

Atascadero City Hall Council Chambers, 4<sup>th</sup> Floor  
6500 Palma Avenue, Atascadero, California  
(TELECONFERENCE)

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## AGENDA

### ROLL CALL:

#### A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – June 16, 2021 & June 30, 2021

- Recommendation: Approve the Draft Action Minutes of the June 16, 2021 Regular Meeting and the June 30, 2021 Special Meeting. [City Staff]

#### B. DISCUSSION:

1. Destination Management Services Study Session

- Fiscal Impact: Unknown and will depend on the direction provided by the ATBID.
- Recommendation: Advisory Board discuss ATBID's support needs and provide direction to City staff on the future direction for destination management services. [City Staff]

### ADJOURNMENT:

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STATE OF CALIFORNIA )  
COUNTY OF SAN LUIS OBISPO )  
CITY OF ATASCADERO )

AMANDA MUTHER, being fully sworn, deposes, and says: That she is the Deputy City Clerk of the City of Atascadero and that on July 16, 2021, she caused the above Notice to be posted at the Atascadero City Hall, 6500 Palma Avenue, Atascadero, California and was available for public review in the Customer Service Center at that location.

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AMANDA MUTHER, Deputy City Clerk  
City of Atascadero



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

**DRAFT ACTION MINUTES**

**Wednesday, June 16, 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 2:31 p.m.

**ROLL CALL:**

Present: Chairperson O'Malley, Interim Vice Chairperson Harden, Board  
Member Alexander, 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 Alexander and seconded by Interim Vice  
Chairperson Harden to approve the agenda with the edit to  
address item B-5 before B-1.  
*Motion passed 4:0 by a roll call vote.***

**PUBLIC COMMENT:** None.

**A. CONSENT CALENDAR**

**1. ATBID Draft Action Minutes – May 19, 2021**

- Recommendation: Approve the Draft Action Minutes of May 19, 2021. [Big Red Marketing]

**MOTION: By Board Member Sohi and seconded by Board Member  
Alexander to approve the consent calendar.  
*Motion passed 4:0 by a roll call vote.***

## B. BUSINESS ITEMS

### 1. Election of Chairperson and Vice Chairperson for the Atascadero Tourism Business Improvement District (ATBID) Advisory Board for the 21/22 Fiscal Year Term

- Recommendation: ATBID Board to elect one member to serve as Chairperson and to elect one member to serve as Vice Chairperson for the ATBID Advisory Board for the 21/22 Fiscal Year Term. [Big Red Marketing]
- Fiscal Impact: None.

Chairperson O'Malley shared information about the roles of the Chairperson and Vice Chairperson positions and answered questions from the Board. O'Malley nominated Interim Vice Chairperson Harden for the 2021/22 Chairperson position and Corina Ketchum for the 2021/22 Vice Chairperson position.

**PUBLIC COMMENT:** None.

**MOTION:** By Chairperson O'Malley and seconded by Board Member Alexander to elect Interim Vice Chairperson Harden as Chairperson for the ATBID Advisory Board 21/22 Fiscal Year Term.  
*Motion passed 4:0 by a roll call vote.*

**MOTION:** By Chairperson O'Malley and seconded by Board Member Alexander to elect Corina Ketchum as Vice Chairperson to serve for the ATBID Advisory Board 21/22 Fiscal Year Term.  
*Motion passed 4:0 by a roll call vote.*

### 2. Tourism Political Action Ad Hoc Committee

- Recommendation: Review and provide staff direction on the creation of a Tourism Political Action Ad Hoc Committee. [Chairperson O'Malley]
- Fiscal Impact: None.

Chairperson O'Malley presented information about the Tourism Political Action Ad Hoc Committee and appointed Chairperson O'Malley and Board Member Sohi to the Ad Hoc Committee.

**PUBLIC COMMENT:** None.

*The Tourism Political Action Ad Hoc Committee presentation was received and staff direction was provided.*

### 3. Visit SLO CAL Events & Festivals Strategy MOU

- Recommendation: Review and provide staff direction on the Visit SLO CAL Events & Festivals Strategy MOU. [Visit SLO CAL]
- Fiscal Impact: None.

Visit SLO CAL representative, Melissa Murray, presented to the Board and answered questions.

**PUBLIC COMMENT:** None.

**MOTION:** By Chairperson O'Malley and seconded by Board Member Sohi to recommend support of the Visit SLO CAL Events & Festivals Strategy MOU.  
*Motion passed 4:0 by a roll call vote.*

**4. Visit SLO CAL Co-op Opportunities**

- Recommendation: Review and provide staff direction on the 2021-2022 Co-op Opportunities from Visit SLO CAL for Asset Development and EDI Research. [Visit SLO CAL]
- Fiscal Impact (GL Varied): Up to \$17,500.

Visit SLO CAL representative, Cathy Tull, presented the co-ops to the Board and answered questions. Marketing Consultant Akers provided some additional information about the co-op options to the Board.

**PUBLIC COMMENT:** None.

**MOTION:** By Board Member Alexander and seconded by Interim Vice Chairperson Harden to approve Co-op Option 1 for Visit SLO CAL Asset Development in the amount of \$10,000.  
*Motion passed 4:0 by a roll call vote.*

**MOTION:** By Chairperson O'Malley and seconded by Board Member Sohi to approve Co-op for Visit SLO CAL EDI Audience/Asset Alignment and Visitor Profile Study for up to \$7,500.  
*Motion passed 4:0 by a roll call vote.*

**5. Mid State Fair Sponsorship Opportunities**

- Recommendation: Review and provide staff direction on the 2021 Mid-State Fair Sponsorship Opportunity. [California Mid-State Fair]
- Fiscal Impact (GL 2801): Up to \$3,750.

Deputy City Manager Banish present on behalf of the California Mid-State Fair and shared details of previous sponsorship support of the California Mid-State Fair. Banish recommended sharing the cost of sponsorship with the City of Atascadero and answered questions from the Board.

**PUBLIC COMMENT:** None.

**MOTION:** By Board Member Sohi and seconded by Chairperson O'Malley to approve sponsorship of the California Mid-State Fair in the amount of \$7,500 to be split between the Atascadero TBID and the City of Atascadero in the amount of \$3,750 each.  
*Motion passed 4:0 by a roll call vote.*

**6. Detailed Quarterly Marketing Report**

- Recommendation: Receive and file the Detailed Quarterly Marketing Report. [Verdin Marketing]
- Fiscal Impact: None.

Marketing Consultant Akers presented the detailed quarterly marketing report and answered questions from the Board. Akers recommended that the Board complete the survey emailed to them to help provide useful information for upcoming marketing efforts.

**PUBLIC COMMENT:** None.

***The Detailed Quarterly Marketing Report  
was received and filed.***

**7. Detailed Quarterly Budget Report**

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

Destination Management Consultant Meisinger presented the detailed quarterly budget report and answered questions from the Board

**PUBLIC COMMENT:** None.

***The Detailed Quarterly Budget Report  
was received and filed.***

**C. UPDATES**

1. Visit SLO CAL TMD Update – Board Member Sohi – Board Member Sohi shared updates including the strategic plan and co-ops. Marketing Consultant Akers provided some more details about the co-ops.
2. Visit SLO CAL Marketing Committee Update – City Manager’s Office – Marketing Consultant Akers shared updates on behalf of Deputy City Manager Banish including updates on the co-branded house of brands and answered questions from the Board.
3. Destination Management Update – Big Red Marketing – Destination Management Consultant Meisinger presented updates including the resignation of Big Red Marketing from the Destination Management Organization (DMO) position. Chairperson O’Malley halted the Tourism Political Action Ad Hoc Committee and appointed an Ad Hoc Committee to include Chairperson O’Malley and Interim Vice Chairperson Harden to determine next steps for the DMO position.
4. City Business Update – City Manager’s Office – This update was cancelled.

**D. BOARD MEMBER COMMENTS**

None.

**E. FUTURE AGENDA ITEMS**

1. Political/Action Topics Presentation by the Mayor and/or County Supervisor

**E. ADJOURNMENT**

Chairperson O'Malley adjourned the meeting at 4:45 p.m.

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Hanna Meisinger, Destination Management Consultant

**APPROVED:**

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

**Wednesday, June 30, 2021  
10:00 A.M.**

**Atascadero City Hall Council Chambers, 4<sup>th</sup> Floor  
6500 Palma Avenue, Atascadero, California  
(TELECONFERENCE)**

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## **DRAFT MINUTES**

### **CALL TO ORDER:**

Chairperson O'Malley called the meeting to order at 10:06 a.m.

### **ROLL CALL:**

Present: **By Teleconference** - Chairperson O'Malley, Board Member Alexander, Board Member Harden and Board Member Sohi

Vacant: One vacancy.

Absent: None.

Staff Present: **By Teleconference** - Destination Management Consultant Hanna Meisinger, Destination Management Consultant Amanda Diefenderfer, Deputy City Manager/Outreach Promotions Terrie Banish, City Manager Rachelle Rickard and Deputy City Clerk Amanda Muther

### **PUBLIC COMMENT:**

The following citizens spoke by telephone or through the webinar on this item: None.

***Chairperson O'Malley closed the Public Comment period.***



## DISCUSSION:

### 1. Future Destination Management Services

- Fiscal Impact: The Fiscal Impact is unknown and will depend on the direction provided by ATBID.
- Recommendation: Advisory Board discuss ATBID's support needs and provide direction to City staff regarding future destination management services. [City Staff]

Chairperson O'Malley asked Interim Vice Chairperson Harden to provide an Ad Hoc Committee on Destination Management Services update. Interim Vice Chairperson Harden provided a brief overview of the Committee's meeting with City Manager Rickard.

At the request of Chairperson O'Malley, Destination Management Consultant Diefenderfer gave a brief recap on Big Red Marketing's decision to not extend their contract for destination management services.

City Manager Rickard presented the discussion item and answered questions from the Board. Deputy City Manager Banish and Destination Management Consultant Diefenderfer also answered questions from the Board.

## PUBLIC COMMENT:

The following citizens spoke by telephone or through the webinar on this item: None.

***Chairperson O'Malley closed the Public Comment period.***

**MOTION: By Board Member Alexander and seconded by Board Member Sohi to accept the City's offer to provide free destination management services for three months.**

***Motion passed 4:0 by a roll-call vote. One Vacancy.***

Following Board discussion, there was consensus to have a few special meetings, rather than creating a new ad hoc committee, to discuss the destination management needs of the ATBID on a go forward. Chairperson O'Malley noted that the current ad hoc committee on destination management services could be disbanded.

## PUBLIC COMMENT:

The following citizens spoke by telephone or through the webinar on this item: None.

***Chairperson O'Malley closed the Public Comment period.***

**MOTION: By Chairperson O'Malley and seconded by Board Member Sohi to have meetings of the Board, in full, to review the needed components of the work for ATBID and consider how to get the work done in the future, with two meetings within the next month to work on an RFP.**

***Motion passed 4:0 by a roll-call vote. One Vacancy.***

Board Member Alexander left the meeting at 10:40 a.m.

Suggestions were made to City staff that a review of Big Red Marketing, Verdin Marketing & Deputy City Manager Banish's scope of work for the ATBID should be included in the upcoming meeting(s) and Verdin Marketing should also be invited to the next meeting for input.

Chairperson O'Malley noted that arrangements could be made to have Big Red Marketing continue work for 30 days to assist with the transition of duties or their contract could be terminated at the end of the fiscal year (6/30/21). Destination Management Consultant Diefenderfer confirmed these options and Big Red Marketing's willingness to accommodate either.

**PUBLIC COMMENT:**

The following citizens spoke by telephone or through the webinar on this item: None.

*Chairperson O'Malley closed the Public Comment period.*

**MOTION:** By Chairperson O'Malley and seconded by Interim Vice Chairperson Harden to accept Big Red Marketing's offer to terminate their contract at the end of the current fiscal year and turn over all historical data for the ATBID, by USB and/or other format(s) to Terrie Banish at the City.

*Motion passed 3:0 by a roll-call vote. Alexander absent. One Vacancy.*

**ADJOURNMENT:**

Chairperson O'Malley adjourned the meeting at 10:59 a.m.

**MINUTES PREPARED BY:**

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Amanda Muther  
Deputy City Clerk

**APPROVED:**



# ***Atascadero Tourism Business Improvement District Advisory Board***

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## **Destination Management Services Study Session**

### **RECOMMENDATION:**

Advisory Board discuss ATBID's support needs and provide direction to City staff on the future direction for destination management services.

### **DISCUSSION:**

The Atascadero Tourism Business Improvement District (ATBID) Board is in the beginning stages of reviewing the current scope of work for destination management services that was formerly fulfilled by Big Red Marketing. The objective is to develop a new plan for destination management services to be accomplished over two study sessions. The first study session will review the scope of work from Big Red Marketing, Verdin Marketing and City staff.

The goal of this process is to identify any gaps and duplication in the work being performed and to make changes to improve the effectiveness of the provided destination services required by ATBID. Both Verdin Marketing and a representative from Visit SLO CAL have been invited and are attending this meeting for their input.

#### **Background**

Over the past six years, Big Red Marketing has been the Destination Management consultant for the ATBID. At the June 16, 2021 ATBID Meeting, Big Red Marketing gave notice terminating their contract with the City of Atascadero to provide destination management services for the ATBID Board effective July 2021. This presented an opportunity to discuss the destination management services needed for the support of ATBID and direction to City staff for moving forward with securing these services.

The ATBID's Ad Hoc Committee on destination management services met with City Manager, Rachelle Rickard on June 24, 2021. City Manager Rickard offered for City staff to provide destination management services, based on the scope of work contained in Big Red Marketing's agreement, for the ATBID free of charge through September 30, 2021.

At a Special Meeting on June 30, 2021, the ATBID Board accepted the City's offer to provide free destination management services for three months allowing time for a review of the current process, services provided across all consultants and City staff, and a determination of next steps for engaging destination management services. The Ad Hoc committee on destination management services was disbanded and the Board voted to hold a few special meetings, over the next two months, to review the needed components of the work for ATBID and consider how to get the work done in the future, and to formulate an RFP for destination management services.

### **FISCAL IMPACT:**

The Fiscal Impact is unknown and will depend on the direction provided by ATBID.

### **ATTACHMENTS:**

1. Destination Consultant Services Scope of Work (SOW) Summary
2. Marketing Consultant Services SOW Summary
3. City Manager's Office SOW Summary

# DESTINATION CONSULTANT SERVICES FOR ATBID

Consultant works as a Destination Manager (DM) to provide support for the ATBID Board with a primary focus that includes the following:

## COMMUNICATION & ADMINISTRATIVE SUPPORT

Provides administrative support to the ATBID Board. Makes recommendations to the ATBID Board to develop and implement strategies to increase occupancy consistent with the annual goals and objectives established by the ATBID in its annual marketing plan. Take a visionary role in all activities and ensure ATBID actions are consistent with strategic goals and direction.

Communicates with ATBID, City, Visit SLO CAL County liaison and staff, ATBID lodging properties, community leaders, and related tourism partners as needed.

Represents the ATBID and its members by attending countywide events and related tourism meetings. Works with the City to manage timelines for the ATBID's annual contract renewal process.

Develops and implements communication tools to inform all lodging owners of ATBID progress and programs and communicates, as needed, to lodging owners. Submits code enforcement complaints that are provided from the Host Compliance contractor on the status of short term rentals. The City then provides the code enforcement updates to the Destination Manager throughout the year in ATBID meetings.

### Meeting Coordination

Assures ATBID Board is attending monthly Board meetings so that there is a quorum. Prepares ATBID Board agenda including development of staff reports. Provides copies for posting and distribution in accordance with Brown Act requirements. Distributes digital copies of the agenda and agenda packets to the ATBID Board and provides hard copies to the Board Members for each Board meeting.

Records and reports regular and special ATBID Board meeting minutes. Follows and implements the ATBID By-Laws at all times. Works to prepare and present an itemized budget monthly, shares the Annual Report provided by the City and coordinates with the marketing firm and the City to assure the budget reflects all expenses. Submits monthly contractor fee invoice and expenses with back up when needed.

Schedules lodging owner meetings when the term of a Board Member is up for renewal. Coordinates interested board member candidates for those meetings so that terms are renewed in a timely manner. Coordinates lodging owner meetings when there is a vacancy in between an office term.

### Event Coordination

Manage event partnerships approved by the ATBID Board and is the primary point of contact for proposed events and the presentation of funding opportunities for ATBID consideration. Coordinates event organization recap presentations for ATBID Board meetings.

Occasionally attends tour and travel related conferences or Tradeshows on behalf of Visit Atascadero. Manages follow-up and leads generated from tour and travel related conferences or trade shows. Attends Atascadero City Council Meetings with ATBID related agenda items when necessary.

# VERDIN MARKETING SERVICES FOR ATBID

Below is a general breakdown of the marketing services for a twelve-month ATBID partnership. Categories are based on the past contract and discussions with the tourism manager and full ATBID board.

## CREATIVE DEVELOPMENT

Verdin develops digital campaigns targeting behavioral demographics to showcase Atascadero's key assets including: concept creation and copywriting, design of all advertising based on approved media plan (TBD), asset coordination and management, update Visit Atascadero brochure, Marketing Plan development. Works on additional photo or video assets as needed.

## MEDIA HARD COSTS, PLANNING & PLACEMENT

Verdin handles all media coordination under the direction and approval of ATBID including: media planning and negotiation through June 2022, media monitoring and recommendations based on performance, invoice reconciliation and coordination on any make-goods or billing adjustments needed, media hard costs including planned and reactive media approved by ATBID Board, Certified Folder contract for brochure distribution and printing.

## SOCIAL MEDIA AND E-NEWSLETTER

Verdin manages ATBID's Facebook, Twitter, Instagram, monthly e-newsletter and promotions. Verdin works with and coordinates approval of content with the City and the Destination Manager. Social media details include creation of monthly calendars and custom images for all appropriate channels, creation of monthly e-newsletter content and images, scheduling, monitoring and responding, monthly subscription cost for Mail Chimp. Verdin has minimal coordination with event partners (i.e. Cider Fest and Wine Speak, etc.).

## PUBLIC RELATIONS

Verdin handles content submissions, pitching and FAM coordination with Visit SLO CAL, CCTC and Visit California. Details include proactive pitching when appropriate, responding to all Visit SLO CAL, CCTC, Visit California PR opportunities that align with ATBID's goals and offerings and FAM tour coordination with Visit SLO CAL and the City.

## WEBSITE UPDATES

Verdin updates the website's content pages as needed for promotions and advertising. This includes copywriting, and visual execution (hero images, graphics, etc.), as well as page layout and implementation.

## STRATEGY & PROJECT MANAGEMENT

Verdin directs all implementation and monitoring of ATBID projects based on set goals. This includes research, strategy, consulting and project management, monthly meetings and reporting, monthly Visit SLO CAL Marketing Committee report presented to ATBID. The City's destination representative for Atascadero captures notes at SLO CAL meeting and provides to Verdin. Verdin works with the City representative to create a staff report for Visit SLO CAL for opportunities that require Board approval.

## CITY STAFF COORDINATION FOR ATBID

City works as the liaison for the ATBID Board, lodging owners, ATBID Destination and Marketing Consultants, Visit SLO CAL and event organizers. The liaison role includes the following:

### COMMUNICATION & LIAISON SUPPORT

Communicates regularly and provides support to ATBID's Destination Management and Marketing Consultants.

Works with the Destination Consultant to modify and continue building upon a solid Event Tier Sponsorship Program for the ATBID. Brings new outside event opportunities to the attention of the consultant for organizations interested in coming to our City like the Central Coast Brewers Consortium and their Craft Beer Festival. Looks for ways to keep existing event opportunities viable like Atascadero Lakeside Wine Festival and Cider Festival. Works to attract former events back like the Garagiste Festival. Works with the consultant to make sure event organizers are accountable by asking for updated reporting for the ATBID Board and again upon event completion.

As a team, the City works with the Destination and Marketing Consultants on the marketing and event strategies with the goal of increasing occupancy consistent with the ATBID's annual marketing plan. Works as the point person for the Mid-State Fair Sponsorship and in similar instances where the City shares in the cost of the program.

Works with the Marketing Consultant to review and approve the monthly newsletters and monthly social media calendars to make sure the information being published is correct and accurate. When there are photos needed for a post, have worked to collect appropriate photos. Helps with City's public or private assets that are being featured, like the Charles Paddock Zoo, A-Town Skate Park or Farmers Market, so that the information is approved before the promotion publishes. Continually monitors social media activity for accuracy and to make sure that comments are being addressed. Assists with idea creation for posts on an ongoing basis.

Continually updates the VisitAtascadero.com website pages including events, restaurants, drinking establishments and things-to-do pages. Collaborates with the Marketing Consultant to make arrangements and offer ideas with photo shoots where needed. Assists Visit SLO CAL and the Marketing Consultant with FAM Tours/ journalists, tour operators, etc.

Represents the City of Atascadero on the Visit SLO CAL Marketing Committee. Reports back information shared at the meeting. Works with Marketing Consultant on co-op opportunities presented at the meeting to bring to the ATBID Board for consideration.

### MEETING AGENDAS & STAFF REPORT COORDINATION

Works with the Destination Consultant to review and approve the monthly ATBID Meeting agendas. Makes suggestions and additions to the agenda based on previous meeting requests from the ATBID Board. Assists with the information in the staff reports, and where it applies, and writing staff reports. Provides the Destination Consultant with monthly budget reports for the agenda including the Expense Summary and TOT

Revenue reports. Coordinates with the consultant to include City Departments when requested, like Finance and Community Development to present to the ATBID Board for budget reviews, City updates, etc.

Provides and reviews the budget process and the Annual Report with the Destination Consultant during the budgeting process. Submits Annual Budget staff report to City Council for approval. Submits monthly contractor fee invoices for payment. Drafts and completes ATBID Board approved contracts (or annual contract amendments) for contractor review and signature.

Coordinates with the Destination Consultant to make quarterly updates to the ATBID Board from the Host Compliance reports on the status of Short Term Rentals.

Assists with the process of scheduling the lodging owner meetings when the term of a board member is up for renewal or there is a vacancy. Once voted on by the ATBID Board, creates and implements the City Council staff report for review and approval. Coordinates the incoming ATBID board members with the City Clerk to be sworn in and assist with new Board Member training and filing requirements.

## ON-GOING ADMINISTRATIVE SUPPORT

- Post agenda and agenda packet (once approved) on the website and in the City kiosk.
- Send email to Big Red and press with links to the online copies of the agenda/agenda packet.
- Print/file hard copy of the agenda packet in the archival files.
- Assisted with COVID agenda cover page updates.
- Requested Word files of approved minutes on a monthly basis.
- Confirm approval date of Minutes. Add approval date to provided file and format for printing on archival paper (Formatting includes removing irrelevant headers, changing the title from Draft Minutes to Minutes, adding footer with Minutes date and page numbers, etc.)
- Confirm that exhibits listed in body of the Minutes have been received.
- Reach out to request corrections when errors on the Minutes were found.
- Coordinate getting signatures from Big Red on Minutes once printed on archival paper.
- Scan signed Minutes, add headers to exhibits and merge scanned documents. Once compiled, upload to the City's repository and website as well as file originals in archival files.
- Draft and later code for processing legal ads for annual TBID assessment.
- Assist with new Board Member requirements: Oath of Office, Form 700, training requirements, and provide Advisory Board Handbook.
- Email existing Board Members reminders regarding annual Form 700 filing and ongoing training requirements.