

SPECIAL MEETING

ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

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

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

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:



Amanda Muther
Deputy City Clerk

APPROVED: July 21, 2021