

SPECIAL MEETING

Atascadero Tourism Business Improvement District Advisory Board

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

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

MINUTES

CALL TO ORDER:

Chairperson Harden called the meeting to order at 2:32 p.m.

ROLL CALL:

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

Absent: None

Staff Present: **By Teleconference** - Deputy City Manager/Outreach Promotions Terrie Banish, Deputy City Manager/City Clerk Lara Christensen, Marketing Consultant Ashlee Akers and Deputy City Clerk Amanda Muther

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]

MOTION: By Board Member O'Malley and seconded by Board Member Sohi to approve the consent calendar.
Motion passed 5:0 by a roll call vote.

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]

Deputy City Manager Banish and Marketing Consultant Ashlee Akers both gave oral presentations on current scope of work being provided to the ATBID.

PUBLIC COMMENT:

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

Chairperson Harden closed the Public Comment period.

Following Board discussion, Chairperson Harden created an ad hoc committee comprised of herself and Vice Chairperson Ketchum to discuss needed scope of work for an RFP for ATBID administrative services to be discussed at the next ATBID Regular Meeting on August 18, 2021.

ADJOURNMENT:

Chairperson Harden adjourned the meeting at 3:11 p.m.

MINUTES PREPARED BY:



Amanda Muther
Deputy City Clerk

APPROVED: August 18, 2021