



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT REGULAR MEETING 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/83266663847?pwd=LzhvbVZoM3NGMDhLdmI1MU5neUwrQT09.>

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: 832 6666 3847, Passcode: 675980) to listen and provide public comment via phone or submit written public comments to cityclerk@atascadero.org by 9:00 am 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 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 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.

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. Contracts and Resolutions 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.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, September 15, 2021 at 2:30 P.M.

Video Conference:

<https://us02web.zoom.us/j/83266663847?pwd=LzhvbVZoM3NGMDhLdml1MU5neUwrQT09>

Meeting ID: 832 6666 3847; Passcode: 675980

**Atascadero City Hall - 6500 Palma Avenue, Club Room
Atascadero, California**

CALL TO ORDER:

ROLL CALL: Chairperson Patricia Hardin, SpringHill Suites by Marriott
Vice Chairperson Corina Ketchum, Home 2 Suites by Hilton
Board Member Deana Alexander, The Carlton Hotel
Board Member, Tom O'Malley, Portola Inn
Board Member Amar Sohi, Holiday Inn Express and Suites

APPROVAL OF AGENDA:

PUBLIC COMMENT: This portion of the meeting is reserved for persons wanting to address the Board on any matter not on this agenda and over which the Board has jurisdiction. Speakers are limited to three minutes. Please state your name for the record before making your presentation. The Board may take action to direct the staff to place a matter of business on a future agenda. A maximum of 30 minutes will be allowed for Public Comment, unless changed by the Board.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – Monthly ATBID Meeting, August 18, 2021

- Recommendation: Approve the Draft Action Minutes of the Monthly Meeting, August 18, 2021. [City Staff]

2. ATBID Draft Action Minutes – Special Meeting, September 1, 2021

- Recommendation: Approve the Draft Action Minutes of Special Meeting, September 1, 2021. [City Staff]

B. BUSINESS ITEMS

1. Central Coast Craft Beer Festival Event Update

- Recommendation: Receive and file event planning progress presentation for the 3rd Annual Central Coast Craft beer festival. [En Fuego Events/ CC Brewers Guild]
- Fiscal Impact: None.

2. Atascadero Fall Festival Event Update Presentation

- Recommendation: Receive and file event planning progress presentation for the first Atascadero Fall Festival. [En Fuego Events]
- Fiscal Impact: None.

3. Visit Atascadero Promotional Materials

- Recommendation: Approve up to \$5,000 to purchase Visit Atascadero promotional materials and provide staff direction on the types of promotional material to be ordered. [City]
- Fiscal Impact: Up to \$5,000.

4. Budget Report

- Recommendation: Receive and file the updated Budget Report. [City]
- Fiscal Impact: None.

C. UPDATES

1. Visit SLO CAL TMD Update – Board Member Sohi
2. Visit SLO CAL Marketing Committee Update – Verdin
3. Administrative Services Update – City Manager's Office
4. City Business Update – City Manager's Office
5. Chamber & Business Improvement District Update – Josh Cross

D. BOARD MEMBER COMMENTS

E. FUTURE AGENDA ITEMS

1. Political/Action Topics Presentation by the Mayor and/or County Supervisor
2. Update on the status of the Visit SLO CAL Events & Festivals MOU
3. Short Term Rental Contract Review – Host Compliance/ Granicus
4. Garagiste Sponsorship Update
5. Presentation from City's Community Development Department

F. ADJOURNMENT