

# **SPECIAL MEETING**

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

**Wednesday, September 1, 2021  
11:30 A.M.**

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

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# **MINUTES**

## **CALL TO ORDER:**

Chairperson Harden called the meeting to order at 11:33 a.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 and Deputy City Clerk Amanda Muther

## **BUSINESS ITEM:**

1. **Destination Management Administrative Services Request for Proposals**
  - Fiscal Impact: The fiscal impact will depend on the direction provided by the ATBID.
  - Recommendations:
    1. Determine and approve allocated budget for Destination Management Services.
    2. Approve Request for Proposal for Destination Management Services with determined allocated budget for services. [City Staff]

Deputy City Manager Banish gave the presentation and answered questions from the Board.

The Board discussed the Draft RFP and proposed modifications. The changes were made onscreen directly to the RFP (Exhibit A).

**PUBLIC COMMENT:**

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

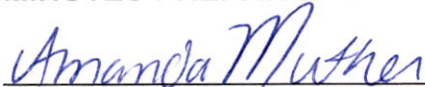
***Chairperson Harden closed the Public Comment period.***

**MOTION: By Board Member O'Malley and seconded by Board Member Alexander to approve the RFP as modified during the Board Meeting. (Modifications are documented as redlines in Minute Exhibit A) Motion passed 5:0 by a roll-call vote.**

**ADJOURNMENT:**

Chairperson Harden adjourned the meeting at 12:09 p.m. to the next Regular Meeting on September 15, 2021.

**MINUTES PREPARED BY:**



Amanda Muther  
Deputy City Clerk

The following exhibits are available for review in the City Clerk's office:

Exhibit A – Redline of Board edits to Draft RFP

**APPROVED: September 15, 2021**

# Atascadero Tourism Business Improvement District Request for Proposal for Destination Management Administrative Services

Issue Date: September 2, 2021

The Atascadero Tourism Business Improvement District (ATBID) is requesting proposals from individuals and firms offering services in the areas of Destination Management Administration.

The ATBID was formed in April 2013 to collect assessments from lodging businesses to be used for tourism promotions and marketing programs to promote the City of Atascadero as a tourism destination and to increase transient stays at lodging businesses. The ATBID is represented by Atascadero lodging owners who work in partnership with the City of Atascadero and on behalf of multiple hospitality and stakeholder businesses that serve the visitor. The ideal candidate will provide services in the areas of ATBID administration, event sponsorship program oversight, Board management and coordination, ATBID financial management, tour and travel outreach, and participate in strategic planning efforts. Due to the nature of the tourism industry, applying firms may be asked to disclose other destinations they provide similar services to.

If interested and qualified, please submit an electronic copy of your proposal in PDF format by 4 p.m. on ~~Friday, October 1, 2021~~ Monday, November 1, 2021 via email to Terrie Banish, [tbanish@atascadero.org](mailto:tbanish@atascadero.org).

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## SCOPE OF SERVICES

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The ATBID Advisory Board is seeking an individual or firm to work as a Destination Manager to provide support for the ATBID with a primary focus that includes the following:

### Communication & Administrative Support

Communicates with ATBID, City, Visit SLO CAL County liaison and staff, ATBID lodging properties, community leaders, and related tourism partners as needed. Candidates will need to uphold strong internal and external communication to support the mission of the ATBID. Applicants must be familiar and experienced with stakeholder communication through email distribution platforms and one-on-one calls.

Provides administrative support to the ATBID Advisory 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.

Represents the ATBID and its members by attending appropriate events and related tourism meetings- **(Optional)**. 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 Administrator throughout the year in ATBID meetings.

## On-going Administrative Support

Works with the City of Atascadero in an effort to minimize workload and assist with the following:

- Assure that the monthly ATBID agenda and packet are ready to post and communicate with the City in a timely manner to meet all posting deadlines. Works with the City to send an email to the press with links to the online copies of the agenda/agenda packet.
- Assisted with COVID agenda cover page updates, as needed.
- Supply City staff with 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 and provide digital copies to City staff for archival files.
- Works with City staff to coordinate signatures on approved Minutes and Resolutions once they are printed on archival paper. City staff will scan signed Minutes and Resolutions, merge scanned documents and upload them to the repository and website, as well as file originals in the archival files. The City will also draft, and later code for processing, legal ads for the annual ATBID assessment.
- Assist the City with new Board Member requirements: Oath of Office, Form 700, training requirements, and provide Advisory Board Handbook. Assists the City in emailing existing Board Members reminders regarding annual Form 700 filing and ongoing training requirements.
- Works to update the Visit Atascadero Website to add new businesses and assures all areas are updated with outgoing businesses, new incoming businesses and closing businesses.

## Meeting Coordination

Assures ATBID Advisory Board is attending monthly board meetings so that there is a quorum.

Prepares ATBID Advisory 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 packet to the ATBID Advisory 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.

Could be asked to attend tour and travel related conferences or Tradeshows when appropriate on behalf of Visit Atascadero- **(Optional: additional cost upon special request with Board consideration and approval).** Work with Marketing consultant to manage follow-up, including surveys and leads generated from tour and travel related conferences or trade shows. ~~Manage 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.

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## BUDGET

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Proposals should include a comprehensive budget outlining the associated costs of support in each of the anticipated areas. Allocated budget is estimated at \$60,000 for a 24-month contract (not to exceed \$30,000 for each 12-month annual renewal). Contract Review at 90-day

The initial contract will be for 24-months. This will allow the selected firm an opportunity to fully implement practices before initiating a mutually agreed upon contract renewal. The initial term shall last from ~~November 1, 2021~~ January 1, 2022 through ~~October 31, 2023~~ December 31, 2023. The annual contract may renew for up to three (3) additional one-year extensions upon mutual agreement of both parties. Annual contract renewals may be extended through ~~October 31, 2026~~ December 31, 2026.

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## EXAMPLES OF WORK

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Please provide case studies and/or other examples of work that reflect the competencies specific to supporting the breadth of services required of the destination management firm.

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## PROPOSAL SUBMITTAL

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Proposals must include contact information and background of the submitting firm. Additionally, the proposal should offer specific material pertaining to the qualifications of the firm, the foreseen working relationship between the firm, the ATBID and City, and previous experience with relevant projects. In introducing the firm, provide an organizational chart of the account representatives that will be collaborating with the ATBID and City of Atascadero.

- All proposals shall be submitted electronically in PDF format to Terrie Banish, [tbanish@atascadero.org](mailto:tbanish@atascadero.org) by **4 p.m. on ~~Friday, October 1, 2021~~ Monday, November 1, 2021**. Late proposals may not be considered.
- All correspondence should be directed to Terrie Banish, [tbanish@atascadero.org](mailto:tbanish@atascadero.org).
- Costs of preparation of proposals will be borne solely by the individual or firm.
- Proposals shall not exceed 15 (fifteen) pages.
- Selection of qualified proposals will be made by ATBID Advisory Board Members.
- This request for proposal does not constitute an offer of employment or to contract for any services.
- The ATBID Advisory Board reserves the option to reject any and all proposals, wholly or in part, received as a result of this request for proposal.
- The ATBID Advisory Board reserves the option to retain all proposals, whether selected or rejected. Once submitted, the proposals become the property of City of Atascadero.
- All proposals shall remain firm for 90 days following closing date for receipt of proposals.
- The ATBID Advisory Board reserves the right to award the contract recommendation to the individual or firm whose proposal best accomplishes, in the judgment of the Advisory Board, the desired results, and shall include, but not be limited to, a consideration of professional service fees.
- The ATBID Advisory Board will recommend the contract award to the Atascadero City Council for final approval.
- Selection will be made on the basis of proposals as submitted. The ATBID Advisory Board retains the right to interview applicants as part of the selection process.
- Proceedings of the selection committee are confidential. Members of the selection committee are not to be contacted by firms responding to this request for proposal.

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## PROPOSAL FORMAT

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1. Title
2. Applicant or Firm Name, address, phone and email.
3. Applicant and Firm's Qualifications.
  - Limit to one page and provide two past projects with specific measurable results.
  - Please also provide three to five professional references, three of which are current clients. Include name, title, company, phone number and email address.
  - Please include if your company is currently working for any tourism related businesses or organizations within San Luis Obispo County.
4. Proposal will not to exceed 15 pages.
  - Address all elements outlined in Scope of Services.
  - Describe staffing and list any outside contractors (and qualifications) to be used to fulfill contract.
  - Provide timeline of tasks to be accomplished once contract is approved.
  - Outline budget (staff time plus out-of-pocket expenses) for each proposal element. The budget should describe Agency Fees and Implementation Costs as separate items.

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## PROPOSAL SELECTION

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The City of Atascadero's TBID Advisory Board is interested in an applicant or firm's ability to both deliver a big picture, strategic perspective and to execute tactical detail needed to meet strategies and objectives in a timely fashion and within budget. The winning proposal will include the following elements: goal; objective; strategy; tactics; plan implementation details; timeline; success measurements and detailed budget.

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## EVALUATION CRITERIA

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The ATBID Advisory Board, in its sole discretion, may assign rating weights to the following criteria, and may also consider any other factors deemed relevant to making its recommendation.

- Understanding of the nature of services for the ATBID Advisory Board.
- Responsiveness to all elements outlined in the request for proposal.
- Outline of proposed fees for services and expenses within stated budget.
- Experience and results in performing the services desired by the ATBID Advisory Board.

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## REQUEST FOR PROPOSAL SCHEDULE

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| • <b>September 2, 2021</b> – Release RFP  | • <b><del>November 17, 2021</del> <del>October 15, 2021</del></b> – Possible presentation(s) from top firm(s) and tentative firm selection |
| • <b><del>October 20, 2021</del> <del>September 15, 2021</del></b> – ATBID form Ad Hoc Committee to review submitted RFPs   | • <b><del>November 23, 2021</del> <del>October 26, 2021</del></b> – Tentative recommendation to City Council for contract approval         |
| • <b><del>November 1, 2021</del> <del>October 1, 2021</del></b> – RFP submission deadline   | • <b><del>January 1, 2022</del> <del>November 1, 2021</del></b> – Tentative effective date of contract                                     |
| • <b><del>November 5, 2021</del> <del>October 8, 2021</del></b> – Notify any firm(s) selected to make a presentation at the <b><del>November 17, 2021</del> <del>October 15, 2021</del></b> ATBID Meeting |  |