



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

Wednesday, August 18, 2021 at 2:30 P.M.

Video Conference:

<https://us02web.zoom.us/j/87073194516>

Meeting ID: 870 7319 4516; Passcode: 848907

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

MINUTES

CALL TO ORDER:

Chairperson Harden called the meeting to order at 2:33 p.m.

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

Absent: Board Member O'Malley

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

APPROVAL OF AGENDA:

MOTION: **By Board Member Alexander and seconded by Board Member Sohi to approve the agenda.**

Motion passed 4:0 by a roll call vote (*O'Malley absent*)

There was Board consensus to take item B-2 before item B-1.

PUBLIC COMMENT:

The following citizens spoke by telephone or through the webinar on this item: Josh Cross.

Chairperson Harden closed the Public Comment period.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – Special Meeting, July 21, 2021

- Recommendation: Approve the Draft Action Minutes of Special Meeting, July 21, 2021. [City Staff]

MOTION: By Vice Chairperson Ketchum and seconded by Board Member Sohi to approve the consent calendar.
Motion passed 4:0 by a roll call vote (O'Malley absent)

B. BUSINESS ITEMS

2. California Mid-State Fair Sponsorship Review

- Recommendation: Review of the 2021 California Mid-State Fair sponsorship program. [City]
- Fiscal Impact (GL 2801): None.

Deputy City Manager Banish gave the presentation and answered questions from the Board. Marketing Consultant Akers also provided a brief update.

PUBLIC COMMENT:

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

There was Board consensus to take item B-3 before item B-1.

3. Future Destination Management/ Administrative Services - Ad Hoc Committee Update

- Recommendation: Review and provide staff direction for the support needs and future direction for destination management services with an RFP/ RFQ to explore available options. [ATBID Ad Hoc Members]
- Fiscal Impact (GL Varied): Up to \$45,200 Annually based on prior admin contract.

Vice Chairperson Ketchum, Chairperson Harden and Deputy City Manager Banish gave the presentation and answered questions from the Board.

Board Member Sohi went off camera at 2:50 pm.

Chairperson Harden recessed the meeting at 2:51 pm.

Chairperson Harden reconvened the meeting with all present at 3:00 pm.

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 Sohi and seconded by Vice Chairperson Ketchum to approve moving forward with the recommendation from the ad hoc committee, as far as the scope of work for the Destination Management company, with whatever changes are necessary with Verdin.

Motion passed 4:0 by a roll call vote (O'Malley absent)

1. Atascadero Equity Mural Project Update & Sponsorship Proposal

- Recommendation: Review current mural project and provide staff direction to consider an additional mural sponsorship in Downtown Atascadero. [SLO County Arts/ Equity Mural Project]
- Fiscal Impact: \$5,000 per mural

Zoe Zappas, Marketing & Public Relations Director for Z Villages Management & Development Company, gave the presentation and answered questions from the Board.

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 Sohi and seconded by Board Member Alexander to approve the opportunity to do a second mural for \$5,000.00 with future discussion to expand with an exclusive mural walking tour map.

Motion passed 4:0 by a roll call vote (O'Malley absent)

4. Budget Report

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

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

PUBLIC COMMENT:

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

Chairperson Harden closed the Public Comment period.

The Budget Report was received and filed.

C. UPDATES

1. Visit SLO CAL TMD Update – Board Member Sohi stated he had no updates.
2. City Business Update – Deputy City Manager Banish gave an update on various upcoming events and a variety of things going on in the City.

Marketing Consultant Akers provided a brief update on the results from the Visitor Research Study.

PUBLIC COMMENT:

The following citizens spoke by telephone or through the webinar on this item: Brendan Pringle

D. BOARD MEMBER COMMENTS – None.

D. 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

Interim CEO & President of the Atascadero Chamber of Commerce, Josh Cross, provided brief Chamber updates.

ADJOURNMENT:

Chairperson Harden adjourned the meeting at 3:57 p.m.

MINUTES PREPARED BY:



Amanda Muther
Deputy City Clerk

APPROVED: September 15, 2021