



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, May 18, 2022 at 2:30 P.M.

**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 – April 20, 2022**
 - Recommendation: ATBID Board approve the April 20, 2022 Draft ATBID Regular Meeting Minutes. [City Staff]

B. BUSINESS ITEMS:

- 1. Marketing Plan Summary & Detailed Quarterly Marketing Report**
 - Recommendation: ATBID Board receive and file Marketing Plan Summary and detailed Quarterly Marketing Report. [Verdin]
 - Fiscal Impact: None.
- 2. Marketing Services Contract Renewal**
 - Recommendation: Review proposed marketing plan and provide staff direction for the one-year contract extension (2 out of 4 one-year extensions) of the Verdin Marketing Services for the 2022/2023 fiscal year. [Verdin]
 - Fiscal Impact: \$206,000

3. Budget Overview & Monthly Report

- Recommendation: ATBID Board receive and file Budget Overview and Monthly Report. [City/Verdin]
- Fiscal Impact: None.

4. 2022-2023 ATBID Annual Assessment

- Recommendation: ATBID Board receive and file the 2022-2023 Annual Assessment for Visit Atascadero. [City]
- Fiscal Impact: None.

C. UPDATES:

1. Visit SLO CAL Updates from May meeting (Note: Marketing Committee meets every other month) – Camille Silvera
2. Marketing Update – Verdin Marketing
3. City Business & Administrative Update – City Manager’s Office

D. BOARD MEMBER COMMENTS:

E. FUTURE AGENDA ITEMS: (This section is set aside for open discussion on future agenda items)

1. Atascadero Equity Mural Project & Mural Trail Map Update (June).
2. Political/Action Topics Presentation by the Mayor and/or County Supervisor.
3. Space Port Presentation by Mayor Martin & Mayor Moreno.
4. Guest Experience vs. Events with the recent increase in TOT.
5. Itemized budget item discussion for reserves.
6. Elks Lodge RV regarding TOT.
7. Quarterly check in on HdL STR Compliance program beginning July 1

F. ADJOURNMENT