



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

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### **Agenda**

**Wednesday, October 16, 2019 at 2:30 P.M.**

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

#### **CALL TO ORDER:**

**ROLL CALL:** Chairperson Deana Alexander, The Carlton Hotel  
Vice Chairperson Jaclyn Dawson, SpringHill Suites by Marriott  
Board Member Jack Mahar, Motel 6  
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 – September 18, 2019**

- Recommendation: Approve the Draft Action Minutes of September 18, 2019. [Big Red Marketing]

#### **B. BUSINESS ITEMS**

##### **1. Wine Speak Update**

- Recommendation: Receive and file Wine Speak Update. [Wine Speak Paso Robles]
- Fiscal Impact: None.

##### **2. The Garagiste Festival Event Sponsorship**

- Recommendation: Decline \$10,000 sponsorship for the 2019 Garagiste Festival. Direct staff to work with event planners to incorporate Atascadero in the 2020 Garagiste Festival locations. [The Garagiste Festival]
- Fiscal Impact (GL 2802): None.

##### **3. Contingency Plan to Address Unallocated and Reserve Funds**

- Recommendation: Provide staff direction on the draft contingency plan to address emergency and reserve funds. [Big Red Marketing/City Staff]

- Fiscal Impact: None.

**4. Destination Marketing Services Proposal**

- Recommendation: Provide staff direction to approve the renewal of Verdin for Destination Marketing Services or reopen RFP process. [Big Red Marketing]
- Fiscal Impact (Varied): \$68,667 in 2019/2020 and \$206,000 in 2020/2021.

**5. Destination Management Services Proposal**

- Recommendation: Provide staff direction to approve the renewal of Big Red Marketing for Destination Management Services or reopen RFP process. [City Manager's Office]
- Fiscal Impact (Varied): \$14,750 in 2019/2020 and \$45,250 in 2020/2021.

**6. Co-Op opportunity: SLO CAL Visitor's Guide**

- Recommendation: Approve a full-page editorial placement in the upcoming Visit SLO CAL Visitor's Guide. [Verdin]
- Fiscal Impact (GL 2502): \$3,650.

**7. Monthly Marketing Statistics Summary**

- Recommendation: Receive and file Marketing Statistics Report. [Verdin]
- Fiscal Impact: None.

**8. Monthly Budget Report**

- Recommendation: Receive and file Budget Report. [Big Red Marketing]
- Fiscal Impact: None.

**C. UPDATES**

1. Visit SLO CAL TMD Update – Board Member Sohi
2. Visit SLO CAL Marketing Committee Update – Verdin
3. Destination Management Update – Big Red Marketing
4. City Business Update – City Manager's Office

**D. BOARD MEMBER COMMENTS**

**E. ADJOURNMENT**

# Atascadero Tourism Business Improvement District (ATBID)

## ***WELCOME TO THE ATBID MEETING***

The ATBID Advisory Board meets in regular session on the third Wednesday of each month at 2:30 p.m. Board meetings will be held at the Atascadero City Hall, 6500 Palma Avenue, Atascadero. Matters are considered by the Advisory Board in the order of the printed Agenda.

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 during City Hall business hours at the Atascadero City Hall, 6500 Palma Avenue, Atascadero, and on our website, [www.atascadero.org](http://www.atascadero.org). All documents submitted by the public during Advisory Board meetings that are either read into the record or referred to in their statement will be noted in the minutes and available for review in the City Clerk's office.

In compliance with the Americans with Disabilities Act, **if you need special assistance to participate in a City meeting or other services offered by this City**, please contact the City Manager's Office or the City Clerk's Office, both at (805) 470-3400. Notification at least 48 hours prior to the meeting or time when services are needed will assist the City staff in assuring that reasonable arrangements can be made to provide accessibility to the meeting or service.

### **TO SPEAK ON SUBJECTS NOT LISTED ON THE AGENDA**

Under the Agenda item, "PUBLIC COMMENT", the Chairperson will call for anyone from the audience wishing to speak concerning any item not on the Agenda to approach the lectern and be recognized.

1. Give your name for the record (not required)
2. State the nature of your business.
3. All comments are limited to 3 minutes.
4. All comments should be made to the Chairperson and Advisory Board.
5. No person shall be permitted to make slanderous, profane or negative personal remarks concerning any other individual, absent or present.

This is the time items not on the Agenda may be brought to the Advisory Board's attention. A maximum of 30 minutes will be allowed for PUBLIC COMMENT (unless changed by the Advisory Board). If you wish to use a computer presentation to support your comments, you must notify the City Clerk's office at least 24 hours prior to the meeting. Digital presentations must be brought to the meeting on a USB drive or CD. You are required to submit to the City Clerk a printed copy of your presentation for the record. Please check in with the City Clerk before the meeting begins to announce your presence and turn in your printed copy.

### **TO SPEAK ON AGENDA ITEMS (from Title 2, Chapter 1 of the Atascadero Municipal Code)**

Members of the audience may speak on any item on the agenda. The Chairperson will identify the subject, staff will give their report, and the Advisory Board will ask questions of staff. The Chairperson will announce when the public comment period is open and will request anyone interested to address the Advisory Board regarding the matter being considered to step up to the lectern. If you wish to speak for, against or comment in any way:

1. You must approach the lectern and be recognized by the Chairperson
2. Give your name (not required)
3. Make your statement
4. All comments should be made to the Chairperson and Advisory Board
5. No person shall be permitted to make slanderous, profane or negative personal remarks concerning any other individual, absent or present
6. All comments limited to 3 minutes

The Chairperson will announce when the public comment period is closed, and thereafter, no further public comments will be heard by the Advisory Board.