ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AGENDA

Wednesday, April 15, 2020 at 2:30 P.M.

Telephone Conference - Call In Number: (716) 293-7296, PIN: 04092
Video Conference – URL: https://www.uberconference.com/room/bigredmktg
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 Tom O'Malley, Portola Inn
Board Member Amar Sohi, Holiday Inn Express and Suites
Board Member - Vacant

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 – March 18, 2020**
   - Recommendation: Approve the Draft Action Minutes of March 18, 2020. [Big Red Marketing]

B. BUSINESS ITEMS

1. **Mid-State Fair Updates**
   1. Mid-State Fair Sponsorship Updates: Discuss and provide staff direction on the Mid-State Fair Sponsorship Update. [Big Red Marketing]
      Fiscal Impact (GL 2502): $7,500.

   2. Provide staff direction on Visit Atascadero's participation in the Mid-State Fair's Showcase of Cities window display. [Big Red Marketing]
      Fiscal Impact (GL 2502): $300-$3,000.

2. **AdHoc Committee Update**
   - Recommendation: Discuss and provide staff direction on the AdHoc Committee Update. [AdHoc Committee]
   - Fiscal Impact**:** None.

3. **COVID-19 Strategic Plan for Recovery**
   - Recommendation: Discuss and provide staff direction on the COVID-19 Strategic Plan for Recovery. [Big Red Marketing]
   - Fiscal Impact**:** TBD.

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

5. **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 –City Manager's Office
3. Visit SLO CAL PR Task Force - Verdin
4. Destination Management Update – Big Red Marketing
5. 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. 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.