

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



MINUTES

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:

Chairperson Alexander called the meeting to order at 2:32 p.m.

ROLL CALL:

Present: Chairperson Alexander, Vice Chairperson Dawson, Board Member O'Malley, Board Member Sohi

Vacant: One vacant seat.

Absent: None.

Staff Present: Destination Management Consultant Angelica Ottman, Destination Management Consultant Amanda Diefenderfer, Destination Management Coordinator Hanna Meisinger, Marketing Consultant Ashlee Akers and Deputy City Manager/Outreach Promotions Terrie Banish.

APPROVAL OF AGENDA:

MOTION: By Board Member O'Malley and seconded by Chairperson Alexander to approve the agenda.
Motion passed 4:0 by a roll call vote.

PUBLIC COMMENT: None.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – March 18, 2020

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

MOTION: By Chairperson Alexander and seconded by Vice Chairperson Dawson to approve the consent calendar.
Motion passed 4:0 by a roll call vote.

B. BUSINESS ITEMS

1. Mid-State Fair Updates

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

Destination Management Consultant Ottman presented information about updates on both recommendations regarding the Mid-State and answered questions from the Board. Board Member O'Malley provided additional updates from the Mid-State Fair Board.

PUBLIC COMMENT: None.

MOTION: By Board Member O'Malley and seconded by Chairperson Alexander to table both discussions about the Mid-State Fair until the May Board Meeting.
Motion passed 4:0 by a roll call vote.

2. AdHoc Committee Update

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

Board Member O'Malley provided an update on the AdHoc Committee and answered questions from the Board. City Staff Rachelle Rickard gave an update from the City and answered questions from the Board.

PUBLIC COMMENT: None.

**The AdHoc Committee Update
was received and filed by the Board.**

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.

Destination Management Coordinator Meisinger presented information on the Strategic Plan for Recovery and answered questions from the Board. Derek Kirk from Visit SLO CAL gave an update on the Visit SLO CAL strategic plan being created and answered questions from the Board and staff.

PUBLIC COMMENT: Derek Kirk and Emily Reneau.

**The COVID-19 Strategic Plan for Recovery
was received and filed by the Board.**

4. Monthly Marketing Statistics Summary

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

Marketing Consultant Akers presented an update on the marketing statistics and answered questions from the Board.

PUBLIC COMMENT: None.

**The Monthly Marketing Statistics Summary
was received and filed by the Board.**

5. Monthly Budget Report

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

Destination Management Consultant Ottman provided an update on the budget report and answered questions from the Board.

PUBLIC COMMENT: None.

**The Monthly Budget Report
was received and filed by the Board.**

C. UPDATES

1. Visit SLO CAL TMD Update – Board Member Sohi – Board Member Sohi shared that there was no meeting this month but Visit SLO CAL is actively working with Corragio Group on the strategic plan. Amar also answered questions from the Board.
2. Visit SLO CAL Marketing Committee Update – City Manager's Office – Deputy City Manager Banish shared updates from the destination and marketing committees and answered questions from the Board.
3. Visit SLO CAL PR Task Force – Verdin – Marketing Consultant Akers provided an update on what Visit SLO CAL is doing specifically in regards to COVID-19 changes and answered questions from the Board.
4. Destination Management Update – Big Red Marketing – Destination Management Consultant Ottman shared updates, including the upcoming event tier and application modifications. Ottman answered questions from the Board and announced that she will not longer be the Destination Management Consultant after this meeting.
5. City Business Update – City Manager's Office – Deputy City Manager Banish provided an update on the City and answered questions from the Board.

C. BOARD MEMBER COMMENTS

Board Member Sohi shared that his Visit SLO CAL board seat term is ending soon and is interested in renewing.

D. ADJOURNMENT

Chairperson Alexander adjourned the meeting at 4:05 p.m.

MINUTES PREPARED BY:



Hanna Meisinger, Destination Management Coordinator

APPROVED: May 20, 2020