



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT REGULAR MEETING AMENDED AGENDA

In accordance with City Council Resolution No. 2022-003 and the requirements of AB 361, the ATBID Meeting will not be physically open to the public and Board Members will be teleconferencing into the meeting.

HOW TO OBSERVE THE MEETING:

To maximize public safety while still maintaining transparency and public access, the meeting will be available for public participation through the following link <https://us02web.zoom.us/j/89070310296?pwd=dnBjNUdLSWJiTWk1REtKNjFiUk9GQT09>.

HOW TO SUBMIT PUBLIC COMMENT:

Members of the public are highly encouraged to use the link above or may call **1(669) 900-6833** (Webinar ID: 890 7031 0296; Passcode: 981290) to listen and provide public comment via phone or submit written public comments to cityclerk@atascadero.org by 9:00 am on the day of the meeting. Such email comments must identify the Agenda Item Number in the subject line of the email. The comments will be forwarded to the ATBID Board and be made a part of the administrative record. If a comment is received after the deadline for submission but before the close of the meeting, the comment will still be included as a part of the administrative record of the but will be forwarded to the ATBID Board following the meeting. **Please note, email comments will not be read into the record.**

AMERICAN DISABILITY ACT ACCOMMODATIONS:

Any member of the public who needs accommodations should contact the City Clerk's Office at cityclerk@atascadero.org or by calling 805-470-3400 at least 48 hours prior to the meeting or time when services are needed. The City will use their best efforts to provide reasonable accommodations to afford as much accessibility as possible while also maintaining public safety in accordance with the City procedure for resolving reasonable accommodation requests.

ATBID agendas and minutes may be viewed on the City's website: www.atascadero.org.

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 on our website, www.atascadero.org. Contracts and Resolutions will be allocated a number once they are approved by the ATBID Board. The Minutes of this meeting will reflect these numbers. All documents submitted by the public during ATBID meetings that are either read into the record or referred to in their statement will be noted in the Minutes and available for review by contacting the City Clerk's office. All documents will be available for public inspection by appointment during City Hall business hours.



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

AMENDED AGENDA

Wednesday, February 16, 2022 at 2:30 P.M.

Video Conference:

<https://us02web.zoom.us/j/89070310296?pwd=dnBjNUdLSWJiTWk1REtKNjFiUk9GQT09>

Meeting ID: 890 7031 0296

Passcode: 981290

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 – January 19, 2022

- Recommendation: ATBID Board approve the January 19, 2022 Draft ATBID Regular Meeting Minutes. [City Staff]

B. BUSINESS ITEMS

1. Atascadero Lakeside Wine Festival Passport Recap 2021 & Wine Fest Event Sponsorship Proposal 2022

- Recommendations: ATBID Board:
 1. Receive recap of the marketing results from the 2021 Atascadero Lakeside Wine Festival Passport. [Atascadero Chamber]
 2. Provide staff direction on the Atascadero Lakeside Wine Fest Event sponsorship proposal for 2022. [Atascadero Chamber]
- Fiscal Impact: \$10,000

2. Visit SLO CAL Events & Festivals Strategy Commitment to Collaborate

- Recommendation: ATBID Board review and provide staff direction on the Visit SLO CAL Events & Festival Strategy Commitment to Collaborate. [Visit SLO CAL]
- Fiscal Impact: None.

3. Economic Development Update for the City of Atascadero

- Recommendation: ATBID Board receive and file Economic Development Update for the City of Atascadero. [City]
- Fiscal Impact: None.

4. Budget Overview & Monthly Report

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

5. International Pow Wow (IPW) Conference 2022

- Recommendation: ATBID Board review and provide staff direction on whether or not to participate in and pay to send a representative to the International Pow Wow Conference 2022. [City/Verdin]
- Fiscal Impact: Not to exceed \$6,000

C. UPDATES

1. Visit SLO CAL Updates – Camille Silvera
2. Marketing Update – Verdin Marketing
3. City Business & Administrative Update – City Manager’s Office
4. Ad Hoc Committee Update for TOT Collection Software Billing & Short-Term Rental Platform Review
5. Chamber & BID (Downtown) Update – Josh Cross

D. BOARD MEMBER COMMENTS

E. FUTURE AGENDA ITEMS

1. Political/Action Topics Presentation by the Mayor and/or County Supervisor.
2. Space Port Presentation by Mayor Martin & Mayor Moreno.
3. Garagiste Festival 2021 Event Recap & 2022 Sponsorship Renewal.
4. California Mid-State Fair Sponsorship Proposal.

F. ADJOURNMENT