



ADVISORY BOARD FOR THE ATASCADERO TOURISM BUSINESS IMPROVEMENT DISTRICT

MINUTES

Wednesday, January 19, 2022 at 2:30 P.M.

Video Conference:

<https://us02web.zoom.us/j/81654417690?pwd=eWp2cHpUc29FTDdSSzhpVXhUQkIGQT09>

Meeting ID: 816 5441 7690

Passcode: 265250

CALL TO ORDER:

Chairperson Harden called the meeting to order at 2:33 p.m.

ROLL CALL:

Present: **By Teleconference** - Chairperson Harden, Vice Chairperson Ketchum and Board Members Alexander and Sohi

Absent: Board Member O'Malley

Staff Present: **By Teleconference** - Deputy City Manager/Outreach Promotions Terrie Banish, Marketing Consultant Akers, Administrative Services Director Jeri Rangel and Deputy City Clerk Amanda Muther

APPROVAL OF AGENDA:

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

PUBLIC COMMENT:

Chairperson Harden opened public comment.

The following citizens spoke by telephone or through the webinar on this item: None.

A. CONSENT CALENDAR

1. ATBID Draft Action Minutes – Monthly ATBID Meeting, November 17, 2021

- Recommendation: ATBID Board approve the Draft Action Minutes of the November 17, 2021 meeting. [City Staff]

MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve the consent calendar.
Motion passed 4:0 by a roll call vote. (O'Malley Absent)

B. BUSINESS ITEMS

1. Central Coast Craft Beer Festival Event Recap 2021 & Event Sponsorship Request 2022

- Recommendations:
 1. Receive recap of the marketing results of the October 23rd Central Coast Craft Beer Festival and new special event request for March 2022.
 2. Provide staff direction on the sponsorship request for the March 2022 Central Coast Craft Beer Festival event. [CC Brewer's Consortium]
- Fiscal Impact: \$5,000.

Event organizer, Andres Nuno gave the presentation and answered questions from the Board.

PUBLIC COMMENT:

The following citizens spoke by telephone or through the webinar on this item: Geoff Auslen
Chairperson Harden closed the Public Comment period.

MOTION: By Board Member Sohi and seconded by Vice Chairperson Ketchum to approve the sponsorship request for the March 2022 Central Coast Craft Beer Festival event for \$5,000.
Motion passed 4:0 by a roll call vote. (O'Malley Absent)

2. Atascadero Fall Festival Event Recap & Event Sponsorship Request 2022

- Recommendations:
 1. Receive recap of marketing results from the first Atascadero Fall Fest and new special event request for November 2022.
 2. Provide staff direction on the sponsorship request for the November 2022 Atascadero Fall Festival event. [En Fuego Events]
- Fiscal Impact: \$10,000.

Andres Nuno with En Fuego Events gave the presentation and answered questions from the Board. Deputy City Manager Banish also answered questions from the Board.

Mr. Nuno noted there is a cost to putting on an event this big and indicated there is a desire to grow the event and expand the marketing. He requested that the Board consider a sponsorship in the amount of \$20,000 toward the 2022 event.

PUBLIC COMMENT:

The following citizens spoke by telephone or through the webinar on this item: None.
Chairperson Harden closed the Public Comment period.

MOTION: By Board Member Alexander and seconded by Vice Chairperson Ketchum to commit \$20,000 to the 2022 Atascadero Fall Festival.
Motion passed 4:0 by a roll call vote. (O'Malley Absent)

3. New Bovine Classic Event for Sponsorship Review

- Recommendation: ATBID Board discuss and provide staff direction on sponsorship of the new Bovine Classic and investment level. [City]
- Fiscal Impact: Up to \$10,000.

Deputy City Manager Banish provided a brief recap of the request and answered questions from the Board.

PUBLIC COMMENT:

The following citizens spoke by telephone or through the webinar on this item: None.

Chairperson Harden closed the Public Comment period.

MOTION: By Board Member Sohi and seconded by Board Member Alexander to approve \$10,000 in sponsorship for the new Bovine Classic event.
Motion passed 4:0 by a roll call vote. (O'Malley Absent)

4. TOT Collection Software Billing & Short-Term Rental Platform Review

- Recommendations:
 1. Review next steps for the TOT Collection Software Billing platform and how the short-term rental works with that program. [City]
 - Fiscal Impact: Approx. \$17,000 Annually
 2. Review the current Short-Term Rental program and provide staff direction on renewal given the opportunity with the new billing software. [City]
 - Fiscal Impact: \$5,135 Annually

Administrative Services Director Rangel gave the presentation and answered questions from the Board. Deputy City Manager Banish and Marketing Consultant Akers also answered questions from the Board.

PUBLIC COMMENT:

The following citizens spoke by telephone or through the webinar on this item: None.

Chairperson Harden closed the Public Comment period.

There was Board consensus to bring the item back for further discussion.

Chairperson Harden created an ad hoc committee, comprised of herself and Board Member Sohi to review TOT billing options.

5. Scope of Work for City Administrative Services for ATBID

- Recommendation: ATBID Board receive and file the City's "Scope of Work" for Administrative Services for ATBID starting January 2022. [City]
- Fiscal Impact: \$27,500 Annually

Deputy City Manager Banish gave the presentation and answered questions from the Board.

PUBLIC COMMENT:

The following citizens spoke by telephone or through the webinar on this item: None.

The City's "Scope of Work" for Administrative Services for ATBID starting January 2022 was received and filed.

6. Marketing Plan Summary & Detailed Quarterly Marketing Report

- Recommendation: ATBID Board receive and file the Marketing Plan Summary and detailed Quarterly Marketing Report. [Verdin]
- Fiscal Impact: None

Marketing Consultant Akers gave the presentation and answered questions from the Board.

Vice Chairperson Ketchum left at 4:21 p.m.

PUBLIC COMMENT:

The following citizens spoke by telephone or through the webinar on this item: None.

Chairperson Harden closed the Public Comment period.

The Marketing Plan Summary and detailed Quarterly Marketing Report were received and filed.

7. Budget Overview & Monthly Report

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

Deputy City Manager Banish Akers gave presentations and answered questions from the Board.

PUBLIC COMMENT:

The following citizens spoke by telephone or through the webinar on this item: None.

Chairperson Harden closed the Public Comment period.

The Budget Report was received and filed.

C. UPDATES

1. Visit SLO CAL Updates – Camille Silvera provided updates on Restaurant Month and SLO CAL Crafted.
2. Marketing Update – Marketing Consultant Akers advised that there was a marketing retreat coming up. Deputy City Manager Banish noted that keychains had been distributed at the Tamale Festival and that more could be delivered to the hotels for distribution.
3. City Business & Administrative Update – Deputy City Manager Banish provided an update on the Tamale Festival event.
4. Chamber & BID (Downtown) Update – Deputy City Manager Banish announced the Sweetheart Stroll event would be happening again in February and noted that the Chamber was going to be doing another Atascadero Wine Festival Passport for the new year.

D. BOARD MEMBER COMMENTS

Board Member Sohi said he continued to be amazed by the events, Tamale Festival being one of them, and confirmed that they are seeing out of town guests. Based on its growth, he inquired on whether or not it might be time to consider having Visit Atascadero involved in marketing this event.

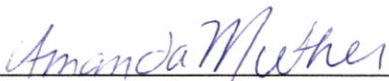
E. FUTURE AGENDA ITEMS

1. Political/Action Topics Presentation by the Mayor and/or County Supervisor
2. Economic Development Update for the City of Atascadero.
3. Space Port Presentation by Mayor Martin & Mayor Moreno.

F. ADJOURNMENT:

Chairperson Harden adjourned the meeting at 4:43 p.m.

MINUTES PREPARED BY:



Amanda Muther
Deputy City Clerk

APPROVED: February 16, 2022