



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

MINUTES

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:

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 O'Malley

Absent: Board Member Sohi

Staff Present: **By Teleconference** - Deputy City Manager/Outreach Promotions Terrie Banish, Marketing Consultant Ashlee Akers, Community Development Director Phil Dunsmore and Deputy City Clerk Amanda Muther

APPROVAL OF AGENDA:

MOTION: By Board Member O'Malley and seconded by Vice Chairperson Ketchum to approve the agenda.
Motion passed 4:0 by a roll call vote. (Sohi 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 – January 19, 2022

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

MOTION: By Board Member Alexander and seconded by Vice Chairperson Ketchum to approve the consent calendar.
Motion passed 3:0 by a roll call vote. (O'Malley Abstain, Sohi Absent)

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

Atascadero Chamber of Commerce President Josh Cross gave the presentation and answered questions from the Board. Deputy City Manager Banish & 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.

MOTION: By Vice Chairperson Ketchum to approve the \$10,000 for the 2022 Wine Fest sponsorship.
Motion did not pass for lack of a second.

MOTION: By Board Member O'Malley and seconded by Board Member Alexander to approve \$2,000 to support the marketing work Madison is doing and tentatively set aside \$3,000 for future consideration for other marketing outreach, outside of the area, if the Chamber is interested in bringing back options.
Motion passed 4:0 by a roll call vote. (Sohi Absent)

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.

Visit SLO CAL Project Manager Melissa Murray gave the presentation and answered questions from the Board. Deputy City Manager Banish 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.

MOTION: By Board Member O'Malley and seconded by Board Member Alexander to approve allowing Rachele to sign the Commitment to Collaborate.

Motion passed 4:0 by a roll call vote. (Sohi Absent)

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.

Community Development Director Phil Dunsmore gave presentation and answered questions from the Board.

PUBLIC COMMENT:

The following citizens spoke by telephone or through the webinar on this item: Mark Dariz

Chairperson Harden closed the Public Comment period.

The Economic Development Update was received and filed.

4. Budget Overview & Monthly Report

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

Deputy City Manager Banish gave the presentation, provided a Draft ATBID Event Summary (Exhibit A) 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.

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

Deputy City Manager Banish and Marketing Consultant Akers 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.

Chairperson Harden closed the Public Comment period.

MOTION: By Board Member O'Malley and seconded by Vice Chairperson Ketchum to fund the attendance of Ashlee and Terrie up to \$10,000 and if that is not enough reconsider with the possible option of Terrie making up the difference with her marketing budget from the City.
Motion passed 4:0 by a roll call vote. (Sohi Absent)

C. UPDATES

1. Visit SLO CAL Updates – Camille Silvera provided updates on the Black History Month campaign & the 2022 Visitors Magazine.
2. Marketing Update – Marketing Consultant Akers briefly mentioned the March retreat to discuss destination and upcoming marketing campaigns, the Explore It tool SLO CAL is currently looking into and the Arrivalist tool presentation. Deputy City Manager Banish shared of the key chain swag.
3. City Business & Administrative Update – Deputy City Manager Banish gave a brief update on event planning including the new Spring Concert Series, Brew at the Zoo (back in person), and the upcoming Central Coast Craft Beer Festival.
4. Ad Hoc Committee Update for TOT Collection Software Billing & Short – Deputy City Manager Banish advised that the first meeting date of the Ad Hoc Committee had been set for March 3rd and updates would be provided at the next ATBID meeting.
5. Chamber & BID (Downtown) Update – On behalf of the Chamber, Deputy City Manager Banish provided a brief update on the Sweetheart Stroll event and upcoming *At Her Table* non-profit event.

D. BOARD MEMBER COMMENTS – None.

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

Chairperson Harden adjourned the meeting at 4:32 p.m.

MINUTES PREPARED BY:

Amanda Muther

Amanda Muther
Deputy City Clerk

The following exhibit is available for review in the City Clerk's office:

Exhibit A – Draft ATBID Event Summary

APPROVED: March 14, 2022



Atascadero Projects Overview

2.16.22



Del Rio Area



- + residential
- + visitor serving: gas station/deli
- + business park/light manufacturing
- + hotels, rv parks, "glamping"
- + entertainment/retail



Del Rio Marketplace



**north east corner
of ecr and del rio**

+ northeast corner of del rio/ecr

+ total site 6.88 ac

+ neighborhood serving retail
center



Del Rio Ranch



**south east corner
of ecr and del rio**

- + commercial/retail 145k sf
- + entertainment/amphitheater
- + hotel/convention ctr 100 rooms
- + rv/cabins/bungalows 10 ac
- + single-family homes 80 units



Barrel Creek



west side of 101
north of del rio road

- + 120 room hotel
- + restaurant/light manufacturing
- + 25 single family homes
- + 4 apartment buildings
- + experienced based



Emerald Ridge



Emerald Ridge and del rio

- + 208 apartments & townhomes
- + 1, 2 & 3 bedrooms
- + leasing november 2021
- + clubhouse with pool and spa
- + fitness center
- + barbeque area & playground



Grand Oaks Micro Community



affordable by design
micro homes

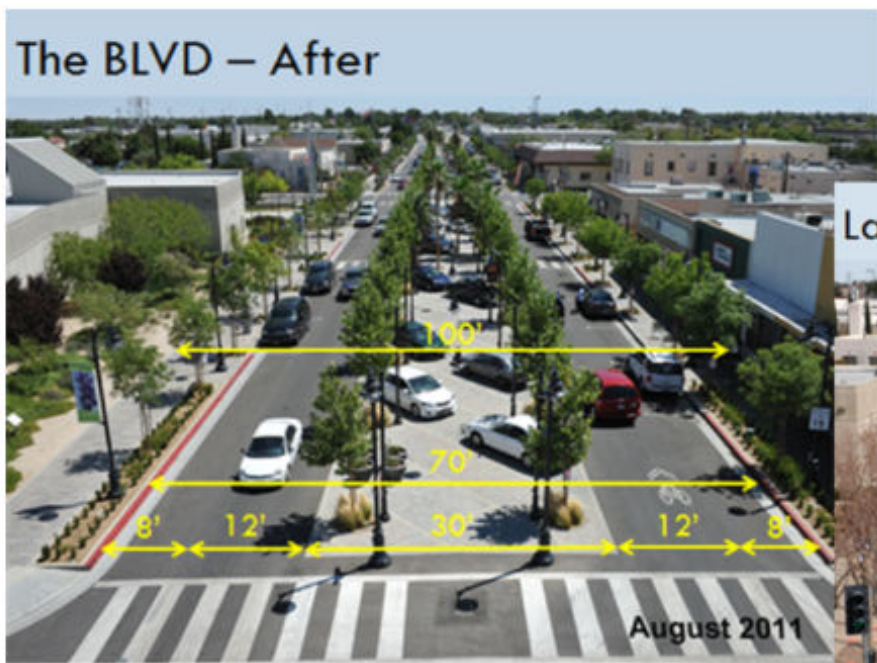
+ 26 single family micro homes

+ 4 live/work units

+ shared space venue



Downtown Enhancement Project



- + 130 parking spaces
- + improved crossings / ped safety
- + new landscaping
- + enhanced paving



La Plaza Project

Conc



- + commercial/retail 17,600 sf
- + apartments 38 units
- + restaurant & rooftop bar



Shipping Container Courtyard



+ community gathering space

+ outdoor courtyard



Dove Creek

corner of ecr and
santa barbara rd

+ total site 5.2 ac

+ concepts have included:

- single-family residential
- hotel + restaurants
- commercial/retail





Citywide Policy Plans

- **Housing Element & Nexus Fee Study**
- **ADU Ordinance & Stock Plans**
- **Small lot Subdivision Standards**
- **Objective Design Standards**
- **General Plan Update**



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