



**ACTION MINUTES SPECIAL MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD**

January 30, 2024, 3:30 p.m.

**Hybrid City Hall Conference Room/Virtual Zoom Meeting
300 East Branch Street, Arroyo Grande**

Board Members Present: Board Member Jeannie Miranda, Board Member Jared Worthen, Vice-Chair Sarah Kunkle, Chair Sean Dasmann, Board Member Greg Dutson

Staff Present: Recreation Services Director Sheridan Bohlken, Deputy City Clerk Julie Hawkins

This meeting was conducted in a hybrid in-person/virtual format.

1. CALL TO ORDER

Chair Dasmann called the Special Tourism Business Improvement District Advisory Board Meeting to order at 3:31 P.M.

2. ROLL CALL AND FLAG SALUTE

Director Bohlken took roll call and Chair Dasmann led the flag salute.

Board Member Jared Worthen arrived at 3:32 p.m.

3. STAFF COMMUNICATIONS

Director Bohlken introduced and welcomed Deputy City Clerk/Communications Coordinator, Julie Hawkins. Director Bohlken introduced the new City Manager Matthew Downing.

Director Bohlken reported that the Annual Report will be presented at the Regular Meeting in February in order to present to the City Council in March.

Director Bohlken updated the board on opportunities through Visit SLOCAL.

4. PUBLIC COMMENT

Speaking from the public was Gaea Powell.

Due to technical difficulties experienced by a member of the public during the agendized public comment period, Chair Dasmann reopened public comment from 3:55-3:58. Speaking from the public was Andy O'Brien.

5. **APPROVAL OF MINUTES OF THE NOVEMBER 16, 2023 SPECIAL BOARD MEETING**

Chair Dasmann invited public comment. No public comment received.

Moved by Vice-Chair Sarah Kunkle
Seconded by Board Member Jared Worthen

Approve the minutes of the Special AGTBID Meeting of November 16, 2023, as submitted.

AYES (5): Board Member Jeannie Miranda, Board Member Jared Worthen, Vice-Chair Sarah Kunkle, Chair Sean Dasmann, and Board Member Greg Dutson

Passed (5 to 0)

6. **RECEIVE AND FILE FINANCIAL STATUS REPORTS FOR DECEMBER 2023 WITH REVENUE RECEIVED FOR TBID PAYMENTS THROUGH NOVEMBER 2023**

Received and filed the Financial Status Reports for October 2023 with Revenue Received for TBID Payments through November 2023.

Chair Dasmann invited public comment. No public comment received.

7. **RECEIVE UPDATES ON MARKETING, RECEIVE Q2 STATUS REPORT, AND CONSIDER REALLOCATION OF \$8,000 TO REFRESH CAMPAIGN CREATIVE FOR TIME WELL SPENT 2.0**

Received and provided comments on marketing plan and updates on paid and owned media performance including digital ads, email marketing, social media channels and website analytics. Director Bohlken to verify budget and bring this item to the February 20, 2024 meeting.

Chair Dasmann invited public comment. Speaking from the public was Gaea Powell.

No action was taken on this item.

8. **CONSIDER A PROGRAM AND DISCUSS OPTIONS TO ENGAGE LOCAL HOTELIERS TO PARTICIPATE IN STAR**

Director Bohlken introduced the item and the Board discussed how to engage local hoteliers to participate in the STAR. Including directing Director Bohlken to draft a letter to local hoteliers to help determine their needs.

Chair Dasmann invited public comment. Speaking from the public was Gaea Powell.

9. **BOARD MEMBER COMMUNICATIONS**

Vice-Chair Sarah Kunkle left at 5:02 p.m.

The date and time of the next regular meeting of the Tourism Business Improvement Advisory Board was confirmed to be February 20, 2024 at 3:30PM.

The Board requested guidance on how to respond to inflammatory public comment. Director Bohlken will provide information received from the City Attorney's office.

Chair Dasmann invited public comment. No public comment was received.

10. ADJOURNMENT

There being no further business to come before the Board, Chair Dasmann adjourned the meeting at 5:07 PM.