



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

February 20, 2024, 3:00 p.m.

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

Board Members Present:	Chair Sean Dasmann, Vice-Chair Sarah Kunkle, Board Member Jared Worthen, Board Member Dutson
Board Members Absent	Board Member Jeannie Miranda
Staff Present:	Deputy City Clerk Julie Hawkins, Recreation Services Director Sheridan Bohlken

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

1. CALL TO ORDER

Chair Dasmann called the Tourism Business Improvement District Advisory Board Meeting to order at 3:02 P.M.

2. ROLL CALL AND FLAG SALUTE

Director Bohlken took roll call and Chair Dasmann led the flag salute. All Board Members are present with the exception of Board Member Miranda, who is absent.

3. STAFF COMMUNICATIONS

Board Member Jared Worthen and Director Bohlken reported that they are drafting a letter to hoteliers to encourage engagement with TBID.

4. PUBLIC COMMENT

Chair Dasmann invited public comment. No public comment received.

5. APPROVAL OF MINUTES OF THE JANUARY 30, 2024 SPECIAL BOARD MEETING

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

Moved by Board Member Worthen
Seconded by Board Member Kunkle

Approved the minutes of the Special AGTBID Meeting of January 30, 2024 as submitted.

AYES (4): Board Member Jared Worthen, Vice-Chair Sarah Kunkle, Chair Sean Dasmann, and Board Member Greg Dutson ABSENT (1): Board Member Jeannie Miranda

Passed (4 to 0)

6. **RECEIVE AND FILE FINANCIAL STATUS REPORTS FOR JANUARY 2024 WITH REVENUE RECEIVED FOR TBID PAYMENTS THROUGH DECEMBER 2023**

Received Financial Status Reports for January 2024 with Revenue Received for TBID Payments through December 2023.

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

Moved by Board Member Worthen
Seconded by Board Member Kunkle

Received and Filed Financial Status Reports for January 2024 with Revenue Received for TBID Payments through December 2023.

AYES (4): Board Member Jared Worthen, Vice-Chair Sarah Kunkle, Chair Sean Dasmann, and Board Member Greg Dutson ABSENT (1): Board Member Jeannie Miranda

Passed (4 to 0)

7. **CONSIDER AND DISCUSS HOW TO ENGAGE MORE ARROYO GRANDE BUSINESSES IN VISIT SLO CAL'S TRAVEL & TOURISM CUSTOMER SERVICE TRAINING**

The Board received a presentation from Visit SloCal. Discussion included how to make participation enticing for businesses.

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

No action was taken on this item.

8. **CONSIDER PARTICIPATION IN THE SAN LUIS OBISPO COUNTY EDITION OF THE MONOPOLY BOARD GAME WITH VISIT SLO CAL**

The Board received a presentation from Visit SLO CAL about participation in the San Luis Obispo County Monopoly board game. Discussion included which landmarks could be featured and how to structure the payment.

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

Moved by Board Member Kunkle
Seconded by Board Member Dutson

Approved participation in the San Luis Obispo County edition of the Monopoly Board game, presented by Visit SLO CAL, highlighting the Swinging Bridge in the City of Arroyo Grande as an iconic landmark and destination. Splitting the cost over three years.

AYES (4): Board Member Jared Worthen, Vice-Chair Sarah Kunkle, Chair Sean Dasmann, and Board Member Greg Dutson ABSENT (1): Board Member Jeannie Miranda

Passed (4 to 0)

9. **CONSIDER APPROVAL OF CAMPAIGN CREATIVE BY VERDIN MARKETING FOR TIME WELL SPENT 2.0**

The Board received a refresher presentation on Time Well Spent Campaign. Chair Dasmann that he likes the idea of presenting AG as a hub for other activities and is open to including photos of the beach and monarch butterfly grove.

There was discussion about spending more than the \$8000 and what the dream list would include. Discussion considered using the \$8000 in the City and up to \$4000 outside of the City.

Speaking from the public was Gaea Powell.

Moved by Board Member Kunkle

Seconded by Board Member Dasmann

Approved the campaign refresh that was presented by Verdin Marketing at the January 30, 2024, Arroyo Grande Tourism Business Improvement District's Special Meeting, which will include obtaining additional \$8,000 of assets within the City and up to \$4,000 outside of the City.

AYES (4): Board Member Jared Worthen, Vice-Chair Sarah Kunkle, Chair Sean Dasmann, and Board Member Greg Dutson ABSENT (1): Board Member Jeannie Miranda

Passed (4 to 0)

10. **REVIEW OF ANNUAL REPORT**

The Board received a presentation of the annual report from Verdin.

Moved by Board Member Worthen

Seconded by Board Member Kunkle

Approved Annual Report to Forward to City Council

AYES (4): Board Member Jared Worthen, Vice-Chair Sarah Kunkle, Chair Sean Dasmann, and Board Member Greg Dutson ABSENT (1): Board Member Jeannie Miranda

Passed (4 to 0)

11. **REVIEW, AMEND AND APPROVE A REQUEST FOR PROPOSALS (RFP) FOR MARKETING, COMMUNICATIONS, WEBSITE MANAGEMENT, AND SOCIAL MEDIA SERVICES AND IDENTIFY AN AD-HOC COMMITTEE TO REVIEW PROPOSALS**

Board Member Worthen, and Vice Chair Kunkle volunteered to be on the Ad-Hoc committee. Discussion included the budget and if there was untapped value that could be added with a higher budget.

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

Moved by Board Member Worthen
Seconded by Board Member Dutson

Approved as presented, an RFP for marketing, communication, website management, and social media services; and 2) Identified an Ad-hoc committee of Board Member Worthen, and Vice Chair Kunkle to meet and assist with reviewing proposals received and make a recommendation to the AGTBID Advisory Body.

AYES (4): Board Member Jared Worthen, Vice-Chair Sarah Kunkle, Chair Sean Dasmann, and Board Member Greg Dutson ABSENT (1): Board Member Jeannie Miranda

Passed (4 to 0)

12. BOARD MEMBER COMMUNICATIONS

Board Member Dutson will be gone March to June but will be able to attend remotely if needed.

Ad-Hoc committee will meet outside of regular TBID meeting times.

Next meeting will be held on Tuesday, April 16th at 3:00 PM

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

13. ADJOURNMENT

There being no further business to come before the Tourism Business Improvement District Board, Chair Dasmann adjourned the meeting at 5:14 PM.