



## MEMORANDUM

**TO:** Arroyo Grande Tourism Business Improvement District Advisory Board

**FROM:** Sheridan Bohlken, Recreation Services Director

**SUBJECT:** Consider Appointment of AGTBID Advisory Board Member to Visit SLO CAL Board of Directors

**DATE:** April 16, 2024

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### **SUMMARY OF ACTION:**

Appoint one member of the Arroyo Grande Tourism Business Improvement District (AGTBID) Advisory Board to serve on the board of Visit SLO CAL.

### **IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:**

No financial impact is anticipated.

### **RECOMMENDATION:**

Consider the appointment of Sean Dassman to the Visit SLO CAL (VSC) Board of Directors to represent the City of Arroyo Grande.

### **BACKGROUND:**

Visit SLO CAL is the non-profit countywide destination marketing and management (DMMO) organization for SLO CAL® (San Luis Obispo County, California). As a destination marketing and management organization, Visit SLO CAL (VSC) is responsible for promoting the Central Coast community as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, the intent of partnerships strengthens the economic position of local communities, providing opportunities for people who live and work on the Central Coast.

Working with, and on behalf of, its investors, partners, stakeholders, and the community to promote SLO CAL to both domestic and international visitors, VSC's goal is to collaborate with partners to build the SLO CAL brand through a data-driven, efficient dynamic marketing and sales program while simultaneously enhancing the resident quality of life. Built on research with a strategy of continuous improvement, VSC aims to establish SLO CAL as a favorite West Coast destination known for its signature slower pace of life and unique mix of incredible, immersive guest experiences.

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**ANALYSIS OF ISSUES:**

VSC is seeking candidates for open seats on the VSC Board of Directors. VSC is accepting applications from April 1, 2024 - April 26, 2024. The Board currently has the following seats up for election:

- one at-large seat
- one dedicated B & B seat
- one dedicated RV Park seat
- Grover Beach appointed seat
- Arroyo Grande appointed seat

The application process is now open. The three-year term for these seats will begin at the September 18, 2024 meeting, and extends through June 30, 2027, when it will be up for renewal as a three-year term. Eligibility requirements are such that applicant must be an owner or general manager of an assessed lodging business in San Luis Obispo County.

The VSC Board reviews, provides direction, and approves key strategies throughout the year. Realizing this, and the busy schedules of all involved, we request that only lodging investors who are able to attend the bi-monthly meetings in whole apply for Board seats so that we may assure the business of the organization can be conducted. Board meetings are typically held on the fourth Wednesday of every other month from 8:30 – 10:30 am at the VSC office.

Sean Dassman has expressed interest and Staff recommended him for appointment to fill the vacant VSC Board member position to represent Arroyo Grande.

**ALTERNATIVES:**

The following alternatives are provided for the Council's consideration:

1. Appoint Sean Dassman to fill the vacant VSC Board member position to represent Arroyo Grande; or
2. Do not appoint Sean Dassman to the vacant board position on VSC or nominate another candidate; or
3. Provide other direction to staff.

**ADVANTAGES:**

Sean Dassman is the General Manager of the Agrarian Hotel and has been on the AGTBID for many years. Mr. Dassman is very familiar with the tourism industry as well as the unique character of Arroyo Grande including its capacity for tourism and opportunities for growth.

**DISADVANTAGES:**

There are no known disadvantages at this time.

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**PUBLIC NOTIFICATION AND COMMENTS:**

The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.

Attachments:

1. Board Member Guidelines