



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

**August 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 Jeannie Miranda, Board Member Greg Dutson
Board Members Absent	Board Member Jared Worthen
Staff Present:	Director of Recreation Services Sheridan Bohlken, Deputy City Clerk/Communications Coordinator Julie Hawkins, Director of Administrative Services Nicole Valentine

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

1. CALL TO ORDER

Vice-Chair Kunkle called the Tourism Business Improvement District Advisory Board Meeting to order at 3:00 P.M.

2. ROLL CALL AND FLAG SALUTE

Board took roll call and Vice-Chair Kunkle led the flag salute. Board Members Kunkle, Miranda, and Dutson present. Chair Dasmann arrived at 3:34 PM during item 7. Board Member Worthen is absent.

3. STAFF COMMUNICATIONS

Director Bohlken extended gratitude to Verdin for extending their contract with the City during the proposal selection process. Director Bohlken provided updates on Central Coast Road trip influencer, Jordan Reid (Discover California) and reported that the SLO Cal edition of Monopoly is available for purchase.

4. APPROVAL OF MINUTES OF THE JULY 9, 2024 SPECIAL BOARD MEETING

Vice-Chair Kunkle invited public comment. No public comment was received.

Moved by Board Member Kunkle

Seconded by Board Member Miranda

Approved the minutes of the July 9, 2024 Special Board Meeting, as submitted.

AYES (3): Jeannie Miranda, Sarah Kunkle, and Greg Dutson

ABSENT (2): Jared Worthen, Sean Dasmann

Passed (3 to 0)

5. PUBLIC COMMENT

Vice-Chair Kunkle invited public comment. No public comment received.

6. RECEIVE AND FILE FINANCIAL STATUS REPORTS FOR JUNE 2024 WITH REVENUE RECEIVED FOR TBID ASSESSMENTS THROUGH JUNE 2024

Director of Administrative Services, Nicole Valentine, presented the Financial Status Report through June 2024.

Vice-Chair Kunkle invited public comment. No public comment received.

Received and Filed Financial Status Report

7. APPROVE THREE EVENT SPONSORSHIP APPLICATIONS

Board received presentations on three sponsorship applications. Director Bohlken and the applicants responded to questions from the Board. Board discussion included the specifics of each request and the guidelines that dictate how TBID funds can be spent.

Vice-Chair Kunkle invited public comment. Speaking from the public was Gaea Powell.

Moved by Board Member Kunkle

Seconded by Board Member Dutson

Approved the following sponsorship requests totaling \$24,500:

a. Santa's Magical Village/Santa's Palo Mesa Pizza Party/Elegant Evening: \$3,500

b. Winter Wonderland Ice Skating Rink in the Village, December 20-22: \$16,000

c. Christmas in the Village, November-January: \$5,000

AYES (4): Sean Dasmann, Jeannie Miranda, Sarah Kunkle, and Greg Dutson

ABSENT (1): Jared Worthen

Passed (4 to 0)

8. RECOMMEND AWARD OF AGREEMENT FOR ARROYO GRANDE TOURISM BUSINESS IMPROVEMENT DISTRICT MARKETING SERVICES

Director Bohlken informed the Board that an application had been inadvertently excluded during the original RFP review process. The Ad-Hoc committee reviewed the application using the original selection criteria. The committee reported no change in recommendation to the Board for selection.

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

Moved by Board Member Dutson

Seconded by Board Member Miranda

Approved forwarding a recommendation to City Council for award of Arroyo Grande Tourism Business Improvement District (AGTBID) Marketing Services contract to Commune Communication.

AYES (4): Sean Dasmann, Jeannie Miranda, Sarah Kunkle, and Greg Dutson

ABSENT (1): Jared Worthen

Passed (4 to 0)

9. BOARD MEMBER COMMUNICATIONS

Chair Dasmann reported meeting with representatives from Commune Communications during their visit to Arroyo Grande. The AGTBID RFP item will go before City Council for consideration and decision at the first City Council meeting in September.

10. ADJOURNMENT

There being no further business to come before the AGTBID, Chair Dasmann moved to adjourned the meeting at 5:23 PM.

Moved by Board Member Dasmann

Seconded by Board Member Kunkle

To adjourn.

AYES (4): Sean Dasmann, Jeannie Miranda, Sarah Kunkle, and Greg Dutson

ABSENT (1): Jared Worthen