



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

**October 15, 2024, 3:00 p.m.
Hybrid City Council Chamber/Virtual Zoom Meeting
215 East Branch Street, Arroyo Grande**

Board Members Present: Chair Sean Dasmann, Vice Chair Sarah Kunkle, Board Member Greg Dutson, Board Member Jared Worthen (Arrived at 3:32 PM)

Board Members Absent Board Member Jeannie Miranda

Staff Present: Director of Recreation Services Sheridan Bohlken, Director of Legislative and Information Services/City Clerk Jessica Matson, Accounting Manager Lynda Horejsi

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

Board took roll call and Chair Dasmann led the flag salute. Board Members Kunkle, Dasmann and Dutson present. Board Member Worthen arrived at 3:32 PM. Board Member Miranda is absent.

3. STAFF COMMUNICATIONS

Director Bohlken welcomed the TBID Board to the City Council Chambers. Meetings will take place in Council Chambers moving forward.

4. APPROVAL OF MINUTES OF THE AUGUST 20, 2024 BOARD MEETING

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

Moved by Board Member Dutson
Seconded by Board Member Kunkle

Approve Minutes of the August 20, 2024 Board Meeting as submitted.

AYES (3): Sean Dasmann, Sarah Kunkle, and Greg Dutson

ABSENT (2): Jared Worthen, Jeannie Miranda

Passed (3 to 0)

5. PUBLIC COMMENT

Chair Dasmann invited public comment. No public comment received.

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

Accounting Manager Lynda Horejsi presented the Financial Status Report.

Chair Dasmann invited public comment. No public comment received.

7. RECEIVE AND FILE FIRST QUARTER MARKETING UPDATES AND SUMMARY REPORT FROM VERDIN MARKETING

This item was moved until after item 8. Ashlee Akers presented the Verdin First Quarter marketing updates.

Chair Dasmann invited public comment. No public comment received.

8. APPROVE EVENT SPONSORSHIP FOR COMMUNITY OF SKATE AT THE SAN LUIS OBISPO INTERNATIONAL FILM FESTIVAL

Skye McClennan presented on behalf of the SLO Film Festival and answered questions from the Board. Board gave direction to staff to bring this item back closer to the event with data on how this would drive people to come to Arroyo Grande.

Chair Dasmann invited public comment. No public comment received.

9. BOARD MEMBER COMMUNICATIONS

Chair Dasmann reported on the SLO Cal Board Meeting and Visit SLO Cal Summit. Vice-Chair Kunkle may be absent for the December 17, 2024 Board Meeting. Board Member Worthen requested to add a discussion regarding the TBID municipal code at the next TBID Board Meeting. Board Members Dutson, Dasmann, and Kunkle concurred.

10. ADJOURNMENT

There being no further business to come before the AGTBID, Chair Dasmann adjourned the meeting at 3:54 PM.

Moved by Board Member Dutson

Seconded by Board Member Worthen

To adjourn

AYES (4): Sean Dasmann, Sarah Kunkle, and Greg Dutson Jared Worthen

ABSENT (1): Jeannie Miranda,

Passed (4 to 0)