



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

**March 13, 2025, 2:00 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 Jeanie Miranda

Staff Present: Director of Recreation Services Sheridan Bohlken,  
City Clerk Jessica Matson

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

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**1. CALL TO ORDER**

Chair Dasmann called the Tourism Business Improvement District Advisory Board Meeting to order at 2:00 P.M.

**2. ROLL CALL AND FLAG SALUTE**

Board took roll call and Chair Dasmann led the flag salute. Board Member Kesselring and Nakazono-Klapper were absent.

**3. STAFF COMMUNICATIONS**

Director Bohlken updated the board on recent events and activities including the addition of Chiasa Nakazono-Klapper as the fifth member to complete the AGTBID Advisory Board, Arroyo Grande was mentioned in the top 11 best downtowns in World Atlas, SLO County Airport changes including: daily non-stop service to Portland, conclusion of season of daily direct flights to Las Vegas and an increased plane size and additional passenger space on flights to Dallas Fort-Worth.

**4. APPROVE PROPOSED BILLBOARD ADVERTISING AND LOCATIONS**

Board received presentation by Richardson Reigart of Commune Communications on three billboards, their proposed locations and overlap of time. Mr. Reigart and team responded to questions from the Board and discussion followed regarding SEO and the Google search engine, what advertisements were there previously, the use of images and words on the billboards, and the opportunity for renewal.

Chair Dasmann invited public comment. No public comment received.

Moved by Board Member Kunkle  
Seconded by Board Member Miranda

RECOMMENDATION: Approve proposed billboard advertisements and locations.

AYES (3): Sean Dasmann, Sarah Kunkle and Jeannie Miranda

NOES (0)

Passed (3 to 0)

5. **RECEIVE AND PROVIDE FEEDBACK ON UPDATES NECESSARY FOR THE VISIT ARROYO GRANDE WEBSITE**

Board received presentation by James Whales of Commune Communications on the updates necessary to maintain functionality to benefit user experience on website while allowing the ease for updates, identifying a cost of approximately \$15,500. The estimate of work was identified as work that could be performed by Commune within the \$225,000 budget identified in contract.

Chair Dasmann invited public comment. No public comment received.

Moved by Board Member Kunkle

Seconded by Board Member Miranda

RECOMMENDATION: Receive and provide feedback on updates necessary for the Visit Arroyo Grande website.

AYES (3): Sean Dasmann, Sarah Kunkle and Jeannie Miranda

NOES (0)

Passed (3 to 0)

6. **APPROVE ANNUAL REPORT AND FORWARD TO CITY COUNCIL**

Board received presentation by Richardson Reigart of Commune Communications on the marketing efforts of Commune Communications as well as adjustments in marketing reports to date. Creative was reviewed in addition to specific demographic and geographic markets, fresh visual content for the website, access markets for destination campaigns, email marketing, social media, paid media, event promotion, and partnerships.

Chair Dasmann invited public comment. No public comment received.

Moved by Board Member Miranda

Seconded by Board Member Kunkle

RECOMMENDATION: 1) Receive and approve the Annual Report, which provides information on the activities of the Arroyo Grande Tourism Business Improvement District (AGTBID) during the past year; and 2) Forward to City Council for consideration and approval.

AYES (3): Sean Dasmann, Sarah Kunkle and Jeannie Miranda

NOES (0)

Passed (3 to 0)