



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

**February 25, 2025, 1:00 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 Jeannie Miranda, Board Member  
Tricia Kesselring

Staff Present: Director of Recreation Services Sheridan Bohlken  
Deputy City Clerk, Julie Hawkins

**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 1:01 P.M.

**2. ROLL CALL AND FLAG SALUTE**

Board took roll call and Chair Dasmann led the flag salute. Board members Dasmann, Kunkle, Miranda, and Kesselring were present. One vacancy remains on the board at this time.

**3. SELECTION OF THE ARROYO GRANDE TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD CHAIR AND VICE CHAIR FOR 2025**

Chair Dasmann invited public comment. No public comment received.

Moved by Jeannie Miranda

Seconded by Tricia Kesselring

To Select Sean Dasmann as Chairperson and Sarah Kunkle as Vice Chairperson for the Arroyo Grande Tourism Business Improvement District (AGTBID) Advisory Board for the calendar year 2025 to preside over meetings and perform duties as directed by the Board and City Council

AYES (4): Sean Dasmann, Sarah Kunkle, Jeannie Miranda, and Tricia Kesselring

NOES (0)

Passed (4 to 0)

4. **STAFF COMMUNICATIONS**

Director Bohlken provided marketing updates.

5. **APPROVAL OF MINUTES OF THE DECEMBER 17, 2024 BOARD MEETING**

Chair Dasmann invited public comment. No public comment received.

Moved by Sarah Kunkle

Seconded by Jeannie Miranda

Approve Minutes of the December 17, 2024 Board Meeting as Submitted.

AYES (4): Sean Dasmann, Sarah Kunkle, Jeannie Miranda, and Tricia Kesselring

NOES (0)

Passed (4 to 0)

6. **PUBLIC COMMENT**

Chair Dasmann invited public comment. No public comment received.

7. **RECEIVE AND FILE FINANCIAL STATUS REPORTS FOR JANUARY 2025 WITH REVENUE RECEIVED FOR TBID ASSESSMENTS THROUGH DECEMBER 2024**

Item moved after Item 3. Director of Administrative Services Nicole Valentine presented. No questions or comments from the board.

Chair Dasmann invited public comment. No public comment received.

Receivesd and File Financial Status Reports for January 2025 with Revenue Received for Tourism Business Improvement District (TBID) Assessments through December 2024.

8. **2025 MEETING SCHEDULE FOR THE ARROYO GRANDE TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD**

Director of Recreation Services introduced and presented to the Board. The Board discussed. Chair Dasmann invited public comment. No public comment received.

Moved by Sarah Kunkle

Seconded by Jeannie Miranda

To set regular AGTBID Board Meetings for the Second Thursday of Every Other Month at 3:00 P.M. at the City Council Chambers.

AYES (4): Sean Dasmann, Sarah Kunkle, Jeannie Miranda, and Tricia Kesselring

NOES (0)

Passed (4 to 0)

9. **RECEIVE AND PROVIDE FEEDBACK ON MARKETING EFFORTS TO DATE INCLUDING LOCATION VISITATION REPORTING AND OPTIMIZATION RECOMMENDATIONS**

Moved by Sarah Kunkle

Seconded by Jeannie Miranda

Approve reallocation of funds for billboard.

AYES (4): Sean Dasmann, Sarah Kunkle, Jeannie Miranda, and Tricia Kesselring

NOES (0)

Passed (4 to 0)

10. **BOARD MEMBER COMMUNICATIONS**

No Board Member Communications

11. **ADJOURNMENT**

There being no further business to come before the Board, Chair Dasmann adjourned the meeting at 2:31 P.M.