



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

February 12, 2026, 3:00 p.m.
City Council Chamber
215 E Branch Street, Arroyo Grande

Board Members Present: Board Member Sean Dasmann, Board Member Jeannie Miranda, Board Member Tricia Kesselring

Board Members Absent: Board Member Sarah Kunkle, Board Member Chiasa Nakazono-Klapper

Staff Present: Clerk Kendra Reynolds, City Clerk Jessica Matson, Recreation Services Director Sheridan Bohlken, Administrative Services Director Nicole Valentine

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

1. CALL TO ORDER

Chair Dasmann called the meeting to order at 3:00 p.m.

2. ROLL CALL AND FLAG SALUTE

Clerk Reynolds took roll call. Board Members Nakazono-Klapper and Kunkle were absent. Chair Dasmann led the flag salute.

3. STAFF COMMUNICATIONS

Recreation Services Director Bohlken provided information about the After Table sponsorship request.

4. PUBLIC COMMENT

Chair Dasmann asked if there were any public comments. Speaking from the public was Matt Halvorsen, Visit SLO Cal. No further comments were received.

5. **APPROVAL OF MINUTES OF THE DECEMBER 11, 2025 REGULAR BOARD MEETING**

Moved by Board Member Miranda
Seconded by Tricia Kesselring

Approve the Minutes of the December 11, 2025 Regular Board Meeting, as submitted.

Passed By Voice Vote (3 to 0)

6. **RECEIVE AND FILE FINANCIAL STATUS REPORTS FOR DECEMBER 2025 WITH REVENUE RECEIVED FOR TBID ASSESSMENTS THROUGH NOVEMBER 2025**

Administrative Services Director Valentine presented the Item and responded to questions from the Board.

Chair Dasmann opened public comment. No public comments were received.

Moved by Chair Dasmann
Seconded by Board Member Kesselring

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

Passed By Voice Vote (3 to 0)

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

Recreation Services Director Bohlken presented the Item and responded to questions from the Board.

Board Member Miranda nominated Board Member Dasmann to serve as Chair, and Board Member Kunkle to service as Vice Chair for calendar year 2026.

Chair Dasmann opened public comment. No comments were received.

Moved by Board Member Miranda
Seconded by Tricia Kesselring

Select Board Member Dasmann as Chairperson and Board Member Kunkle as Vice Chairperson for the Arroyo Grande Tourism Business Improvement District (AGTBID) Advisory Board for the calendar year 2026 to preside over meetings and perform duties as directed by the Board and City Council.

Passed By Voice Vote (3 to 0)

8. **2026 MEETING SCHEDULE FOR THE ARROYO GRANDE TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD**

Recreation Services Director Bohlken presented the Item. The Board discussed keeping the meeting schedule the same for calendar year 2026.

Chair Dasmann opened public comment. No comments were received.

Moved by Board Member Dasmann
Seconded by Board Member Miranda

Approve the regular Board meeting schedule for the Arroyo Grande Tourism Business Improvement District (AGTBID) to occur bi-monthly on the second Thursday at 3:00 PM for the 2026 calendar year pursuant to Board Bylaws.

Passed By Voice Vote (3 to 0)

9. SPONSORSHIP REQUEST FOR CREEKS TO COAST CLEANUP

Recreation Services Director Bohlken presented the Item and responded to questions from the Board.

The Board discussed allowed uses of funds per the Municipal Code and whether or not requests that do not qualify should come before the Board.

Chair Dasmann opened public comment. Speaking from the public was Kendra Paulding, ECOSLO. No further comments were received.

The Board directed staff not to bring disqualified requests to the Board for consideration and requested staff work with the applicant on another potential project.

10. REVIEW AND PRIORITIZE MARKETING OBJECTIVES FOR FY 2025-26

Richardson Reigart, Commune Communications, presented the report and responded to questions from the Board.

The Board discussed placement of the Hwy 101 billboards.

Chair Dasmann opened public comment. No comments were received.

Moved by Board Member Miranda
Seconded by Tricia Kesselring

Affirm the ongoing marketing priorities or reporting preferences for the remainder of FY 2025-26.

Passed By Voice Vote (3 to 0)

11. REVIEW AND APPROVE RFP FOR MARKETING, COMMUNICATIONS, WEBSITE MANAGEMENT, AND SOCIAL MEDIA SERVICES

Recreation Services Director Bohlken presented the Item and responded to questions from the Board.

Chair Dasmann opened public comment. No comments were received.

Moved by Board Member Dasmann
Seconded by Board Member Miranda

Approve the Request for Proposals (RFP) for Marketing, Communications, Website Management, and Social Media Services.

Passed By Voice Vote (3 to 0)

12. **BOARD MEMBER COMMUNICATIONS**

Chair Dasmann asked if there were any communications from the Board. There were none.

13. **ADJOURNMENT**

There being no further business to come before the Board, Chair Dasmann adjourned the meeting at 3:57 p.m.