

**MINUTES  
REGULAR MEETING OF THE  
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD  
MONDAY, AUGUST 22, 2022, 3:30 PM  
ARROYO GRANDE CITY HALL CONFERENCE ROOM  
300 EAST BRANCH STREET, ARROYO GRANDE**

1. **Call to Order.** The meeting was called to order at 3:30 pm by Board Chair Sean Dasmann.
2. **Roll Call and Flag Salute.** Board members present were Sean Dasmann, Yvette Eagles, April Schirmer, and Myraline Morris Whitaker. City representatives present: City Manager Whitney McDonald, Deputy City Clerk/Communications Coordinator Sarah Lansburgh, and Accounting Manager Lynda Horejsi. Chamber representatives present: CEO Kathy McCorry. Verdin Marketing staff present: Partner & VP of Client Services Ashlee Akers and Account Manager Natalie Bovee. Destination Innovate staff present: Jennifer Barbee. Mosaic staff present: Annaleisa Holmand and Art Cosio. Members of the public present: Gaea Powell, Curtis Reinhardt, and Jim Guthrie.
3. **Public Comment.** No public comments were received.
4. **Approval of Minutes of the June 27, 2022 Regular Board meeting.**  
  
**Action:** Board Member Dasmann made a motion to approve the minutes from the June 27, 2022 regular Board meeting. Board Member Schirmer seconded the motion. Motion passed unanimously by roll call vote.
5. **Review and File Financial Status Reports July 2021 through June 2022 with Revenue Received for TBID Payments from July 2021 through June 2022.** Accounting Manager Lynda Horejsi presented the financials for the City of Arroyo Grande. She stated TOT is trending higher than last year, and the fund is operating at a net profit.
6. **Discussion of Item number 8 was moved up on the agenda. Framework for Adding Businesses and Events to Visit Arroyo Grande Website.** Curtis Reinhardt addressed the Board regarding the upcoming Arroyo Grande Harvest Festival and asked that the event be added to the Calendar of Events on the Visit Arroyo Grande website. There was also a discussion of City Council's comments several years ago requesting that community events such as Harvest Festival not become a tourism event but remain community-focused for the residents. There was also discussion regarding previous requests from the Board to wait for Visit SLO CAL's report regarding events and festivals. Board discussion ensued and a recommendation was made that the calendar request topic be added to the agenda for consideration at the next Board meeting.
7. **Discussion of Marketing Plan/Tone Sheet and Media Plan from Verdin Marketing and Website Design.** Verdin Marketing staff reviewed the marketing plan including the vision and mission. After review of the marketing plan, Verdin staff presented the fall marketing campaigns that align with Visit SLO CAL's marketing strategy - The Purposeful Traveler and The Outdoor Family. The six unanimous words chosen by the AGTBID Board to describe Arroyo Grande were "artistic, emotional, organic, laid back, inclusive and adventurous" and will be included in the campaigns. Winter campaigns will be created to promote affordability for midweek stays. Board Member Dasmann reported that the hotels are already discounting those midweek rates and there could not be additional discounts offered for promotional tracking purposes. Other tracking including the use of QR codes and hashtags were presented as options. Verdin also addressed the calendar and promotion of community events, acknowledging that they will follow social media posts around the Harvest Festival and promote Harvest Festival via our Visit Arroyo Grande social media channels. Verdin reviewed target marketing. San Francisco, Los Angeles, Sacramento, and the Central Valley have been identified as our four geographic markets where the majority of our visitors travel from to vacation and recreate along the Central Coast.

8. **Board Member Communications.** The Board requested an item be added to the next TBID Board agenda to evaluate the framework for events and businesses to be added to the Visit Arroyo Grande website.
9. **Staff Communications.** Chamber CEO Kathy McCorry assured the AGTBID Board that the South County Chambers of Commerce supports and promotes community events to the entire region via their website, calendar, social media, and electronic newsletters. She will also attend the next City Council meeting to speak during public comment regarding calendaring. City Manager Whitney McDonald presented a Mayor's Commendation on behalf of Caren Ray Russom to Board Member April Schirmer for her service on the AGTBID Board and to the community since it was her last AGTBID Board meeting before her term expires.
10. **Adjournment.** Meeting was adjourned at 5:30 pm by Board Chair Sean Dasmann.

Approved by Board on \_\_\_\_\_