

**MINUTES
REGULAR MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, OCTOBER 24, 2022 3:30 PM
ARROYO GRANDE CITY HALL CONFERENCE ROOM BOARD ROOM / ZOOM WEBINAR
300 EAST BRANCH STREET, ARROYO GRANDE**

1. CALL TO ORDER

Board Chair Dasmann called the Regular AGTBID Advisory Board Meeting to order at 3:38 p.m.

2. ROLL CALL AND FLAG SALUTE

Board members requested to hear Item 8 before Item 7.

Board members present: Sean Dasmann, Yvette Eagles, and Jeanine Miranda.

Board members absent: Myraline Morris Whitaker

City representatives present: City Manager Whitney McDonald, Accounting Manager Lynda Horejsi, and Deputy City Clerk/Communications Coordinator Sarah Lansburgh.

Chamber representatives present: CEO Kathy McCorry.

Verdin Marketing staff present: President/Chief Strategy Officer Mary Verdin, Account Manager Natalie Bovee, and Marketing Creative Director Megan Condict.

Visit SLO CAL staff present: Project Manager, Destination Management Melissa Murray and Tracy Campbell.

3. PUBLIC COMMENT

Speaking from the public was Gaea Powell.

Project Manager, Destination Management Melissa Murray gave an update for Visit SLO CAL. SLO CAL Welcome is a customer service learning program with six required modules. Completion of the program results in a certificate, pin, and the individual becoming a certified SLO CAL Welcome Expert in Service. It was recommended this subject be agendaized at a future meeting.

4. APPROVAL OF MINUTES OF THE AUGUST 22, 2022 REGULAR BOARD MEETING

Moved by Board Chair Dasmann to approve August 22, 2022 Regular meeting minutes

Seconded by Board Member Eagles

Motion passed with one abstention by roll call vote

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

5. REVIEW AND FILE FINANCIAL STATUS REPORTS FROM JULY 2022 THROUGH AUGUST 2022 WITH REVENUE RECEIVED FOR TBID PAYMENTS FROM JULY 2022 THROUGH AUGUST 2022

Accounting Manager Lynda Horejsi presented the financials for the City of Arroyo Grande. Accounting Manager Horejsi stated July 2022 was the highest month for revenue and TOT is trending higher than last year, and the fund is operating at a net profit.

Board Chair Dasmann invited public comment. Verdin Partner & VP of Client Services Ashlee Akers inquired about a possible increase in the budget line by City Council.

City Manager McDonald stated the budget is approved in June and to revisit the budget at that time.

No further public comment was received.

6. REVIEW AND APPROVE THE CALENDAR OF EVENTS POLICY FOR VISIT ARROYO GRANDE WEBSITE

Chamber CEO Kathy McCorry presented a policy for submitting an event for the event calendar on the Visit Arroyo Grande website.

Moved by Board Chair Dasmann to forward a recommendation to City Council to approve the policy with the following changes: Include events that take place in South County, remove the restriction of 2-day events, and remove references to how far in advance events need to be submitted.

Seconded by Board Member Miranda

Motion passed unanimously by roll call vote

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

7. REVIEW AND APPROVE REQUEST FROM BASIN STREET REGULARS TO PROMOTE PISMO JAZZ JUBILEE IN ALL AGTBID ADVERTISING AVENUES AND CHANNELS

Curtis Reinhardt requested the AGTBID Advisory Board advertise the Jazz Jubilee on all AGTBID avenues.

Moved by Board Chair Dasmann to approve advertising the Jazz Jubilee on all AGTBID avenues and channels

Seconded by Board Member Miranda

Motion passed unanimously by roll call vote

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

8. REVIEW AND APPROVE VISIT SLO CAL REQUEST FOR CO-OP PARTNERSHIP OF RESIDENT RESEARCH STUDY

This Item was heard before Item 7.

Visit SLO CAL Project Manager Tracy Campbell presented a program being sponsored by VISIT SLO CAL to survey residents in Arroyo Grande to ascertain their overall sentiments regarding the impact of tourism in the community.

Moved by Board Chair Dasmann to approve the request for funding the survey.

The motion failed due to the lack of a second.

9. RECEIVE AND FILE QUARTERLY STATISTICS SUMMARY REPORT FROM VERDIN MARKETING FOR FIRST QUARTER FY 2022-2023

Verdin Marketing group reviewed the marketing plan including the vision and mission. After review of the marketing plan, award received, monthly stats, etc. the report was received and filed.

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

Board Member Eagles left the meeting.

10. ADJOURNMENT

Items 10 Board Communications and Item 11 Staff Communications were not heard.

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Board Chair Dasmann adjourned the meeting due to lack of quorum at 5:36 p.m.

Approved by Board on _____

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