

**MINUTES
REGULAR MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, OCTOBER 25, 2021, 3:30 PM
ARROYO GRANDE CITY HALL CONFERENCE ROOM BOARD ROOM
300 EAST BRANCH STREET, ARROYO GRANDE**

In compliance with the State and County Shelter at Home Orders due to the coronavirus pandemic, and as allowed by the Governor's Executive Order N-29-20, which allows for a deviation of teleconference rules required by the Ralph M. Brown Act, this meeting was held by teleconference.

1. **Call to order.** The meeting was called to order at 3:35 p.m. by Board Chair Greg Steinberger.
2. **Roll call and flag salute.** Board members present via teleconference were Greg Steinberger, Vivian Krug, Yvette Eagles, and Sean Dasmann. Board member April Schirmer was absent.

City representatives present via teleconference: City Manager Whitney McDonald and Administrative Services Director Nicole Valentine. Chamber staff present via teleconference: President/CEO Jocelyn Brennan. 2022 Board Chair Nicole Moore, and Marketing/Tourism Coordinator Holly Leighton. Verdin Marketing staff present via teleconference: Partner & VP of Client Services Ashlee Akers and Account Manager Natalie Bovee. Visit SLO CAL representative present via teleconference: Project Manager, Destination Management Melissa Murray. Members of the public present: Shannon Kessler and Gaea Powell.

3. **Public Comment.** Visit SLO CAL Project Manager Destination Management Melissa Murray presented a brief tourism update at the county level. The Destination Summit has been pushed to next year. The Visit SLO CAL Board approved an Events & Festivals Strategy with a countywide focus. There is a customer service training initiative for restaurants and hotels.
4. **Approval of Minutes of the August 23, 2021 Regular Board Meeting**

Action: Board member Greg Steinberger made a motion to approve the minutes of the August 23, 2021 regular board meeting. Board member Vivian Krug seconded the motion. Motion passed unanimously by roll call vote.

5. **Receive and File the Financial Reports for the Periods Ending July 31, 2021 and August 31, 2021**
Administrative Services Director Nicole Valentine gave an overview of TOT revenue and the budget.

Action: Board member Vivian Krug made a motion to approve the financial reports for the periods ending July 31, 2021 and August 31, 2021. Board member Greg Steinberger seconded the motion. Motion passed unanimously by roll call vote.

6. **Receive Monthly Marketing Update** Verdin Marketing Partner & VP of Client Services Ashlee Akers presented the 2021-22 marketing plan. She shared the vision, mission, research, and trends. The three trends to focus on are meaningful travel, the "new good life," and California road trips. The target audience is now the purposeful traveler instead of a specific persona. It is more of a state of mind. The geographic target markets are the Central Valley, L.A., and S.F. The Equity, Diversity, & Inclusion Study from Visit SLO CAL focused on five audience segments: black travelers, Hispanic, Asian, disabilities, and LGBTQ+. The study showed that Arroyo Grande has low familiarity. Our destination is most familiar with Hispanic travelers and least familiar with Asian and LGBTQ+. Our paid media will show increased diversity moving forward. Owned media will focus on enhancing the website with refreshed imagery and

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content. Verdin Marketing Account Manager Natalie Bovee discussed the August and September marketing activities, lodging report, website statistics, traffic sources, email marketing, and social media engagement. Social media engagements are down.

7. **Board Member Communications** Board member Greg Steinberger shared information on Camp Arroyo Grande. The tabernacle needs updating, and their fundraising campaign is starting. 2022 will be the 125-year anniversary. Board member Vivian Krug said the South County Historical Society museums are open on a limited basis. Docents are not always available.
8. **Staff Communications** Chamber President/CEO Jocelyn Brennan introduced Shannon Kessler who owns an Arroyo Grande vacation rental that needs to be activated. Arroyo Grande City Manager Whitney McDonald said the City is not planning anything for October 31 for Halloween in the Village. The street will not be closed. Some Village stores may still hand out candy. Elm Street Park will have some events.
9. **Adjournment.** Meeting was adjourned at 4:39 pm.

Approved by Board on _____