



MEMORANDUM

TO: City Council

FROM: Jessica Matson, Legislative & Information Services Director/City Clerk

BY: Sarah Lansburgh, Deputy City Clerk/Communications Coordinator

SUBJECT: Consideration of Appointments to the Arroyo Grande Tourism Business Improvement District Advisory Board

DATE: August 22, 2023

SUMMARY OF ACTION:

Appointment of Sean Dasmann, Greg Dutson, Jared Worthen, and Jeannie Miranda to the Arroyo Grande Tourism Business Improvement District (AGTBID) Advisory Board.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

There is no funding impact as a result of the proposed appointments.

RECOMMENDATION:

1) Approve Mayor Ray Russom's recommendation to appoint Sean Dasmann to the Arroyo Grande Tourism Business Improvement District (AGTBID) Advisory Board; 2) Approve Mayor Pro Tem Barneich's recommendation to appoint Greg Dutson to the AGTBID Advisory Board; 3) Approve Council Member Guthrie's recommendation to appoint Jared Worthen to the AGTBID Advisory Board; and 4) Approve Council Member Secret's recommendation to appoint Jeannie Miranda to the AGTBID Advisory Board.

BACKGROUND:

In May 2013, the City Council adopted an Ordinance establishing the AGTBID. The AGTBID was formed under the Parking and Business Improvement Law of 1989, Sections 36500 et. seq. of the Streets and Highways Code and incorporated into the Arroyo Grande Municipal Code (AGMC) in Title 3, Chapter 3.46.

During its [April 25, 2023 meeting](#), the City Council considered options for potential changes to the administration of the AGTBID and to the AGTBID Advisory Board. Through the discussions, Council directed staff to develop options to take on administration of the AGTBID in-house, and to develop revisions to the AGTBID Bylaws changing the Advisory Board make-up and appointment process.

Item 9.d.

City Council

Consideration of Appointments to the Arroyo Grande Tourism Business Improvement District Advisory Board

August 22, 2023

Page 2

Proposed revised Bylaws were presented to Council for initial review and direction on [May 23, 2023](#). Due to an Advisory Board Member's resignation before an AGTBID Board meeting could be called, the proposed Bylaws were not presented to the AGTBID Advisory Board for feedback due to a lack of quorum. Instead, the proposed Bylaws and a letter were sent to all lodging partners in Arroyo Grande requesting input and feedback on suggested changes. The letter also shared information on how to become a board member, for those lodging partners who may be interested in the opportunity.

Revised Bylaws were presented to, and adopted by, the Council at its [July 25, 2023](#) meeting. Under the revised bylaws, the AGTBID Advisory Board will be appointed using a similar approach to the City's other advisory bodies. Under this approach, each member of the City Council will appoint one member of the AGTBID Advisory Board, subject to approval by a majority of the City Council. This will create a five-member Board, as opposed to the minimum of three and maximum of nine members allowed by the previous bylaws. Additionally, the revised Bylaws state a preference that three of the five Board members be owners of a lodging business in the AGTBID or persons with knowledge of the tourism or lodging industry. The term of each Advisory Board member will coincide with the term of the appointing member of the City Council. AGTBID Advisory Board members will not be subject to the City's residency requirements otherwise required of advisory body members.

ANALYSIS OF ISSUES:

With the approval of the revised AGTBID Advisory Board Bylaws, each City Council member is responsible for recommending appointment of one member of the AGTBID Advisory Board. Traditionally, the Mayor and Council Members are responsible for reviewing active applications on file, seeking new applicants, or reappointing current members to serve another term, as appropriate.

Mayor Ray Russom, Mayor Pro Tem Barneich, and Council Members Guthrie and Secret have reviewed applications for individuals interested in serving on the AGTBID, and are recommending the appointment of the following individuals, respectively: Sean Dasmann, Greg Dutson, Jared Worthen, and Jeannie Miranda.

ALTERNATIVES:

The following alternatives are provided for the Council's consideration:

1. Approve the recommended appointments of Sean Dasmann, Greg Dutson, Jared Worthen, and Jeannie Miranda to the AGTBID Advisory Board;
2. Do not approve the recommended appointments; or
3. Provide other direction to staff.

Item 9.d.

City Council

Consideration of Appointments to the Arroyo Grande Tourism Business Improvement District Advisory Board

August 22, 2023

Page 3

ADVANTAGES:

Approving the recommendations to appoint Sean Dasmann, Greg Dutson, Jared Worthen, and Jeannie Miranda will create a quorum for the AGTBID Advisory Board and allow for Advisory Board meetings to be held.

DISADVANTAGES:

Not appointing these individuals to the AGTBID Advisory Board will delay in the Board convening a meeting.

ENVIRONMENTAL REVIEW:

No environmental review is required for this item.

PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2. Additionally, a letter with proposed Bylaws were sent to all lodging partners in Arroyo Grande on June 27, 2023 requesting input and feedback on suggested changes. A Call for Applications notice was posted at City Hall, on the City's website, and through social media on July 31st.

Attachments:

1. TBID Application – S. Dasmann
2. TBID Application – G. Dutson
3. TBID Application – J. Worthen
4. TBID Application – J. Miranda
5. Revised AGTBID Advisory Board Bylaws