



CITY OF ARROYO GRANDE CALIFORNIA

June 26, 2023

Dear Esteemed Lodging Partners,

Summer has officially begun, and we hope that you and your businesses are ready to celebrate the season!

The City of Arroyo Grande is committed to supporting the success and dynamic influence tourism has on our community, and this letter is intended to share recent changes to the management of the Arroyo Grande Tourism Business Improvement District (AGTBID) and to highlight contemplated changes to the AGTBID Advisory Board. With these changes, the City is looking to provide consistency and increased opportunities within the Arroyo Grande TBID.

Effective July 1, the City will be taking over the administrative duties of the AGTBID, specifically in our Recreation Services Department, and from this point forward, I will be taking the lead on those administrative functions. The South County Chambers of Commerce has served the AGTBID in this capacity since its inception and we are grateful for the Chambers' support of the TBID's mission to date. As a brief introduction, I am Arroyo Grande's Recreation Services Director and have worked for the City since 2015. I studied tourism and recreation at Cal Poly for both my undergraduate and master's degree in the Recreation, Parks, and Tourism Management Programs, and I am excited to contribute to the success of this program in any way that I can!

In addition, the Arroyo Grande City Council is contemplating modifications to the AGTBID Advisory Board and its Bylaws that we want to ensure you are aware of prior to adoption.

1. Changes are being proposed to the AGTBID Advisory Board Bylaws to alter the makeup and process for appointment of members to the Board (see attached). Under the new process, each Council Member and the Mayor will appoint one representative to the Board. With this provision, there is a stated preference that at least three of the five members of the Board be lodging owners or others with knowledge of the tourism and/or lodging industry. **We are asking for your input and review of the recommended Bylaws for additional feedback so that we may present these findings to City Council on July 25, 2023. Your attention to this matter would be greatly appreciated with feedback received by July 12, 2023 to be included for Council's consideration.**
2. If you are interested in applying to the AGTBID Advisory Board, applications for appointment to the Board will be accepted and, if the revised Bylaws are adopted as shown in the attachment, sent to all Council Members and the Mayor for review. Under the proposed revised Bylaws, each Council Member and the Mayor will then recommend appointment of one applicant, subject to approval by a majority of the Council.

Thank you for your continued support of the AGTBID, and I look forward to meeting with you soon. Please do not hesitate to reach out with any questions that you may have.

Sincerely,

Sheridan Bohlken
Recreation Services Director
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