



**AGENDA SUMMARY
TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD MEETING
MONDAY, APRIL 27, 2020
3:30 P.M.
South County Chambers of Commerce
South County Regional Center
800 W. Branch Street, Arroyo Grande**

In compliance with the State and County Shelter at Home Orders, and pursuant to the Governor's Executive Order N-29-20, which allows for a deviation of teleconference rules required by the Ralph M. Brown Act, AGTBID meetings will be held by teleconference only until further notice. Members of the public may view and provide public comment during the meeting by joining the Zoom meeting at <https://zoom.us/j/98962258391> or enter meeting ID: 989 6225 8391.

1. **Call to Order**
2. **Roll Call and Flag Salute**
3. **Public Comment**
4. **Approval of Minutes of the February 24, 2020 Regular Board Meeting and April 20, 2020 Special Board Meeting**
Recommendation: Review and approve minutes of February 24, 2020 and April 20, 2020.

Documents:

[TBID 2020-04-27_Item 4 Approval of Minutes_02-24-20_04-20-20.pdf](#)
5. **Receive and File the Financial Reports for the Periods Ending February 29, 2020 and March 31, 2020**
Recommendation: Receive and file the financial reports for periods ending February 29, 2020 and March 31, 2020.

Documents:

[TBID 2020-04-27_Item 5 Financial Report Ending Feb-Mar 2020.pdf](#)
6. **Consider Cancellation of May 25, 2020 Regular Board Meeting due to the Memorial Day Holiday and Consider Scheduling a Special Meeting**
Recommendation: Cancel the regular meeting of May 25, 2020 due to the Memorial Day holiday and consider scheduling a special meeting in May.

Documents:

[TBID 2020-04-27_Item 6 Cancellation of May 25 Meeting.pdf](#)

7. Consider Approval of Funding from the FY 2019-20 AGTBID Budget for an Amount Not to Exceed \$2,000 for the Showcase of Cities Display at the 2020 California Mid-State Fair July 22 to August 2, 2020

Recommendation: Consider approval of funding in an amount not to exceed \$2,000 from the FY 2019-20 AGTBID Budget to create a display representing Arroyo Grande at the Showcase of Cities exhibit at the California Mid-State Fair in 2020.

Documents:

[TBID 2020-04-27_Item 7 Showcase of Cities.pdf](#)

8. Consider Approval of Funding from the FY 2019-20 AGTBID Budget for an Amount Not to Exceed \$10,000 for a Sponsorship of the 2020 Jazz Jubilee by the Sea October 23-25, 2020.

Recommendation: Consider approval of funding in an amount not to exceed \$10,000 from the FY 2019-20 AGTBID Budget to sponsor the 2020 Jazz Jubilee by the Sea event October 23-25, 2020.

Documents:

[TBID 2020-04-27_Item 8 Jazz Jubilee Sponsorship_R.pdf](#)

9. Receive Monthly Marketing Update

Recommendation: Receive the monthly marketing update from Verdin Marketing.

Documents:

[TBID 2020-04-27_Item 9 Monthly Marketing Update.pdf](#)

10. Consideration of Preliminary FY 2020-21 Budget for AGTBID

Recommendation: Review the preliminary FY 2020-21 Budget for AGTBID and forward a recommendation to the City Council for final approval.

Documents:

[TBID 2020-04-27_Item 10 Preliminary FY 2020-21 Budget.pdf](#)

11. Consideration of Recommendation to Amend the Agreement with Verdin Marketing for Tourism Marketing Services

Recommendation: Consider recommendation of an amendment to Verdin Marketing's agreement for tourism marketing services for Visit Arroyo Grande, extending it for a period of two years and forward to City Council for approval.

Documents:

[TBID 2020-04-27_Item 11 Amend Verdin Marketing Agreement.pdf](#)

12. Board Member Communications

13. Staff Communications

14. Adjournment

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