

**MINUTES
REGULAR MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, JANUARY 27, 2020, 3:30 PM
SOUTH COUNTY CHAMBERS OF COMMERCE BOARD ROOM
800 WEST BRANCH STREET, ARROYO GRANDE, CA**

1. **Call to order.** The meeting was called to order at 3:32 pm.
2. **Roll call and flag salute.** Board members present: Greg Steinberger, Vivian Krug, Joseph Michael Scott, Fred Reed, and Chuck Fellows. Board members April Schirmer and David Kastner were absent.

City representatives present: Deputy City Clerk Jessica Matson and City Council Member Lan George. Chamber staff present: President/CEO Jocelyn Brennan and Marketing/Tourism Coordinator Holly Leighton. Verdin Marketing staff present: Partner & VP of Client Services Ashlee Akers and Account Manager Chelsea Modlin.

3. **Public Comment.** None
4. **Approval of Minutes of the November 25, 2019 Regular Board Meeting.**

Action: Board member Joseph Michael Scott made a motion to approve the minutes. Board member Chuck Fellows seconded the motion. Motion passed unanimously by voice vote.

5. **Receive and File the Financial Reports for the Period Ending November 30, 2019 and the Period Ending December 31, 2019.**

Deputy City Clerk Jessica Matson commented that the TOT summary is now included on the back of the financial reports and commented that City Accounting Manager Nicole Valentine will attend the next TBID Board meeting to answer any questions. The Board discussed the financials and requested that Verdin provide a summary of expenditures at the next TBID meeting. Board member Fred Reed asked if there is movement on finding a solution for collecting TOT revenues from vacation rentals and homestays. Ms. Matson stated City Manager Jim Bergman is planning to give an update at the February TBID meeting. The Board can discuss and vote to make a recommendation to City Council. City Council Member Lan George commented that Host Compliance is the main vendor who can perform this type of work and stated the City's current Ordinance states there needs to be an owner on-site, so a lot of homestays don't pay TOT. Chamber President/CEO Jocelyn Brennan stated she would touch base with Jim to check on his progress.

Action: Board member Joseph Michael Scott made a motion to receive and file the report. Board member Vivian Krug seconded the motion. Motion passed unanimously by voice vote.

6. **Receive Monthly Update from Verdin Marketing.** Verdin Account Manager Chelsea Modlin shared the November and December social media and website reports for Visit Arroyo Grande and stated though there was no advertising in December, Visit Arroyo Grande still had an increase in page views and users. The top 10 cities will be included from now on. Ads are now running in Bakersfield and Fresno for January and February due to TBID Board direction for weather-related ads. Board member Vivian Krug asked for a comparison of last month and this month to see how

Minutes: Arroyo Grande Tourism Business Improvement District Regular Board Meeting

Monday, January 27, 2020

Page 2

the top 20 cities shift in ranking. Vivian also suggested adding a weather widget to the Visit Arroyo Grande website. Verdin Marketing Partner & VP of Client Services Ashlee Akers offered to retrieve data on referrals as a traffic source. December social media stats are low. Verdin Marketing Account Manager Chelsea Modlin stated she would include a report of where we started with social media and where we are now in the annual report presentation. The first vision session for the strategic planning meeting of Coraggio Group will be in March over a two-day period. This meeting will be open to other TBID Board members to attend. Survey implementation with local hotel will take place before these sessions and City involvement is also requested. Board member Fred Reed stated he would make sure lodging owners complete the survey since he knows most of them. Ms. Akers stated the Coraggio Group strategic plan will be a way to make future decisions. A discussion ensued regarding the possible purchase of VisitArroyoGrande.com but no action was taken.

7. **Board Member Communications.** Board member Vivian Krug stated it is unclear who will oversee the summer concert series in the Village this year since it is not in the South County Historical Society's mission to coordinate such an event. Board member Chuck Fellows commented on the Antique Show taking place February 8th and 9th.
8. **Staff Communications.** Chamber President & CEO Jocelyn Brennan encouraged everyone to attend the next Village Steering Committee meeting on February 20th and the January 30th meeting for the "Memorial Day Weekend" committee. Ms. Brennan requested Verdin provide e-mail addresses from the Visit Arroyo Grande newsletter list so the Chamber can communicate the new plan for Memorial Day weekend. She mentioned it will not be a vendor event. Ms. Brennan also provided flyers for the Sidewalk Sale in the Village so they can be passed out at the Antique Show. Ms. Brennan also reported that American Pickers is looking for local collectors to feature in their show.
9. **Adjournment.** Meeting was adjourned at 4:24 pm.

Approved by Board on 02-24-2020