

**MINUTES
REGULAR MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, FEBRUARY 24, 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 3:50 pm.
2. **Roll call and flag salute.** Board members present were Vivian Krug, Fred Reed, April Schirmer, and Chuck Fellows. Board members Greg Steinberger, Joseph Michael Scott, and David Kastner were absent.

City representatives present: Deputy City Clerk Jessica Matson, City Manager Jim Bergman, and Accounting Manager Nicole Valentine. 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. Visit SLO CAL staff present: Partner Engagement Manager Ashley Mastako.

3. **Public Comment.** None
4. **Approval of Minutes of the January 27, 2020 Regular Board Meeting**

Action: Board member Fred Reed 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 Report for the period ending January 31, 2020.**
City Accounting Manager Nicole Valentine stated that TOT payments are due 30 days after the month end, so they are still collecting payments for January. TOT numbers are on track for the 2019-2020 fiscal year. City Manager Jim Bergman stated that no new hotels are planned in Arroyo Grande within the next year.

Action: Board member Fred Reed made a motion to receive and file the report. Board member April Schirmer seconded the motion. Motion passed unanimously by voice vote.

6. **Consideration of Arroyo Grande Tourism Business Improvement District Board Member Appointment to the Jim Guthrie Community Service Grant Committee.**

City Manager Jim Bergman stated we need one TBID Board member and one alternate to serve on the Jim Guthrie Community Service Grant Committee to recommend grant recipients to City Council. The City will provide applications for the grant, and the candidate will be discussed at one public meeting. Board member Vivian Krug volunteered to serve on the grant committee with Board member Fred Reed making the nomination. Board member Fred Reed volunteered to be the alternate with Board member Vivian Krug making the nomination.

Action: Board member Vivian Krug made a motion to accept the nominations. Board member Fred Reed seconded the motion. Motion passed unanimously by voice vote.

7. **Receive Update on Host Compliance.** City Manager Jim Bergman discussed the option of host compliance and suggested the TBID use their budget to fund the effort. Chamber President/CEO Jocelyn Brennan stated she is concerned that homestays who are paying TOT don't qualify since there is no owner on site. She stated 250 of them are not paying TOT. Ms. Brennan also stated it should be fair for everyone, so we should have a consultation with Host Compliance. Board member

Fred Reed suggested TBID pay for host compliance and then have the City reimburse TBID with the new TOT revenue generated. Jim Bergman, Jocelyn Brennan, and Fred Reed agreed to meet separately to discuss host compliance and will report back at a future meeting.

- 8. Receive Monthly Marketing Update.** Verdin Marketing representative Chelsea Modlin stated website views for Visit Arroyo Grande are still increasing as well as social media activity. We advertised in the Central Valley in January, and both Fresno and Bakersfield are in the top two spots for engagement. Board member Vivian Krug stated the Instagram link on the Visit Arroyo Grande web site doesn't work. She also recommended we include the Twitter information on Facebook. She said the "about" section on Facebook has one paragraph followed by negative information. She suggested we add more positive information to Facebook in this section. Verdin shared their campaign ideas for spring: "Wild & Free in A.G." and "Fresh." Wild & Free is a "craft meets class" campaign, and "Fresh" will have family messaging and a nature-lover script. The spring campaign would run March through June and would feature the Fresh idea. The fall campaign would run September through December and would feature the "Wild & Free" concept. There will be no advertising in July and August since those are peak months. The TBID Board agreed with the campaign suggestions from Verdin Marketing. The Visit SLO CAL/Coraggio Group strategic plan will not be finished until the end of March, so the Visit Arroyo Grande/Coraggio strategic planning meetings will start in April. Deputy City Clerk Jessica Matson stated it would need to be a public meeting if a quorum of Board members are attending. Chelsea stated she is hoping the plan will guide the budget for FY 2020-21 and the media plan for 2020-2021. Verdin Account Manager Ashlee Askers stated the Coraggio survey is ready and will go out to hotel partners, Village Steering Committee members, and the Village business owners. She will give the survey to Board member Fred Reed to share with hoteliers. Chamber President/CEO Jocelyn Brennan asked for the survey question answers to be listed in alphabetical order. She does not want our Visit Arroyo Grande survey to be redundant of Visit SLO CAL's survey because our survey should be unique to Arroyo Grande. Board member Vivian Krug and Fred Reed recommended asking a survey question to find out if respondents know about Visit Arroyo Grande. Verdin Partner Ashlee Akers stated the introduction of the survey will explain more about Visit Arroyo Grande. Chamber President/CEO Jocelyn Brennan suggested a question that asks if the business is impacted by tourism. She also stated a resident category should be added and asked for "visitor center" to be added to the tourism support question. Board member Vivian Krug suggested asking survey respondents if they are seeking kid friendly activities.
- 9. Board Member Communications.** Board member Vivian Krug passed out examples of selfie spots. Board member Fred Reed suggested painting vacant Village windows as selfie spots with a hashtag address listed to create user-generated content on social media. Chamber President/CEO Jocelyn Brennan suggested a selfie spot near the swinging bridge. She suggested asking the Public Arts group to request a donation from TBID funds to implement this. Board member April Schirmer stated she will investigate ordering a giant rooster as a selfie spot.
- 10. Staff Communications.** Chamber President/CEO Jocelyn Brennan stated Visit SLO CAL's marketing retreat is coming up. She also mentioned South County Chambers of Commerce is taking over the California Welcome Center at the Pismo Beach Premium Outlets.
- 11. Adjournment.** The meeting was adjourned at 5:35 p.m.