

MINUTES
REGULAR MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, APRIL 22, 2019, 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 3:31 pm by Chair Bob Lund.
2. **Roll call and flag salute.** Board members present: Bob Lund, Chuck Fellows, April Schirmer, David Kastner, and Vivian Krug. Board members Joseph Michael Scott and Greg Steinberger were absent.

City representatives present: City Manager Jim Bergman. Chamber staff present: President/CEO Jocelyn Brennan and Marketing & Tourism Coordinator Holly Leighton. Verdin Marketing staff present: Partner & VP of Client Services Ashlee Akers, Account Manager Chelsea Modlin, and Media & Research Strategist Lisa Campolmi.

3. **Public Comment.** Fred Reed introduced himself as the new general manager of The Agrarian Hotel in the Village of Arroyo Grande and stated he may be able to provide his conference room as a meeting space. The hotel is planned to open on May 20, 2019.
4. **Approval of Minutes of the March 25, 2019 Regular Board Meeting.**

Action: Board member Bob Lund asked that #7 in the annual report be changed from Camp French to Camp Arroyo Grande. Board member Chuck Fellows made a motion to approve the minutes as amended. Board member Vivian Krug seconded the motion. Board member David Kastner abstained since he was absent at the last Board meeting. Motion passed unanimously by voice vote.

5. **Receive and file the Financial Report for the period ending March 31, 2019.**

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

6. **Receive Monthly Marketing Update from Verdin Marketing.** Verdin Account Manager Chelsea Modlin introduced Verdin Media & Research Strategist Lisa Campolmi. Lisa said the past month represented the first month of substantial digital advertising for Visit Arroyo Grande. Videos are getting a better return on investment than photos and the creative concept is performing well. There are two ads currently running that reflect two of the three personas. Next year's advertising will start earlier to avoid a competitive marketplace. Website statistics have increased dramatically from February to March. The L.A. area is Arroyo Grande's biggest market for reach. This year's budget only targeted drive markets-not fly markets. The e-newsletter goes out mid to the end of the month to focus on the next month. The open rate is 43.9%, which is very high since the average open rate for an e-newsletters is 13%. The Visit Arroyo Grande website is now better organized, easier to search, uniform, and clean. Board member Dave Kastner asked for all hotels to be featured

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on the same website page. Verdin Account Manager Chelsea Modlin suggested listing only Clark Center professional shows on the website events calendar and list amateur shows on the Clark Center website page.

7. **Consideration of Preliminary FY 2019-20 AGTBID Budget.** Chamber President/CEO Jocelyn Brennan stated that the event sponsorship form will be available as a fillable PDF and added to the City of Arroyo Grande and Chamber website so groups can ask for a sponsorship from the AGTBID budget. Board member Chuck Fellows asked if there is a way to get noncompliant lodging partners to comply. The Airbnb platform collects all three taxes up front. It is allowable for TBID funds to be used for compliance.

Action: Board member Dave Kastner made a motion to approve the Preliminary FY 2019-20 AGTBID Budget as presented. Board member Chuck Fellows seconded the motion. Motion passed unanimously by voice vote.

8. **Cancel the Regular Meeting of May 27, 2019 Due to the Memorial Day Holiday and Consider Scheduling a Special Meeting in May.**

Action: Board member Vivian Krug made a motion to cancel the Regular Meeting of May 27, 2019. Board member Chuck Fellows seconded the motion. Motion passed unanimously by voice vote.

9. **Board Member Communications.** None

10. **Staff Communications.** Chamber President/CEO Jocelyn Brennan commented that the Arroyo Grande City Council will vote on the TBID budget at tomorrow's Council meeting and that Arroyo Grande lodging partners can protest at the May 28th Arroyo Grande City Council meeting. Verdin Account Manager Chelsea Modlin shared the Race SLO website with the Visit Arroyo Grande logo that links to the Visit Arroyo Grande website home page. Chamber President/CEO Jocelyn Brennan asked that the link attach to our "stay" website page instead.

11. **Adjournment.** Chair Bob Lund adjourned the meeting at 4:43 pm.

Approved by Board on 05-27-2016