

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

In compliance with the State and County Shelter at Home Orders due to the coronavirus pandemic, and as allowed by the Governor's Executive Order N-29-20, which allows for a deviation of teleconference rules required by the Ralph M. Brown Act, this meeting was held by teleconference.

1. **Call to order.** The meeting was called to order at 3:43 pm after some technical difficulties.
2. **Roll call and flag salute.** Board members present via teleconference were Greg Steinberger, Vivian Krug, David Kastner, and April Schirmer. Board member Joseph Michael Scott was absent.

City representatives present via teleconference: Deputy City Clerk Jessica Matson, Mayor Caren Ray Russom, and Administrative Services Director Mike Stevens. Chamber staff present via teleconference: President/CEO Jocelyn Brennan and Marketing/Tourism Coordinator Holly Leighton. Verdin Marketing staff present via teleconference: Account Manager Chelsea Modlin. Visit SLO CAL representative present via teleconference: Partner Engagement Manager Ashley Mastako.

3. **Public Comment.** City Administrative Services Director Mike Stevens introduced himself and stated he is available to address any questions on Item #5.
4. **Approval of Minutes of the June 22, 2020 Regular Board Meeting** Board member Vivian Krug asked for an amendment to the June 22, 2020 minutes to say that she suggested doing Historical Society updates on social media since they are not allowed to open at this time.

Action: Board member Greg Steinberger made a motion to approve the amended minutes of the June 22, 2020 regular board meeting. Board member April Schirmer seconded the motion. Motion passed unanimously by roll call vote.

5. **Receive and File the Financial Reports for the Period Ending June 30, 2020** Deputy City Clerk Jessica Matson commented that a supplemental memo was sent to the Board regarding Item #5 financial reports. Administrative Services Director Mike Stevens stated the City of Arroyo Grande has not received all the TOT payments from June until the end of July. One hotel has chosen to delay payments until August 31st although they are still reporting numbers. Mike suggested it may be better to wait until August 31 to reconcile numbers since the lodging properties do not have to pay until then. Mike pointed out an error to the numbers on page 8 of the supplemental report and will provide a corrected report to the Board. Board members Vivian Krug and April Schirmer suggested not approving the June financials since they are inaccurate and asked staff to bring them back to the next Board meeting.

Action: No motion was made; therefore, no action was taken on this item.

6. **Receive Monthly Marketing Update** Verdin Account Manager Chelsea Modlin stated the current marketing reports reflect that digital ads stopped March 12th. Users and sessions are down, and page views have a 70-80% drop. Los Angeles is the top origin city despite no advertising. Organic search is 61% of the traffic source. People are boycotting Facebook currently so that may be why engagement is down. Verdin is monitoring the situation closely. There are no current plans to resume paid advertising for Visit Arroyo Grande.

Board member Vivian Krug asked if Visit Arroyo Grande would advertise on other social media channels besides Facebook and Instagram since the engagement is down. Chelsea stated that Pinterest and

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perhaps paid advertising could start in September. She suggested that we refresh the “Fresh” campaign that was originally planned for Spring 2020, and it could be used with people wearing masks. Chamber President/CEO Jocelyn Brennan suggested we agendize the fall campaign for the next TBID Board meeting. The Board concurred.

Board member Greg Steinberger suggested advertising on Google. Board member David Kastner suggested Pinterest as an advertising medium because it is a great place to post our photos. Board member Vivian Krug suggested Westways magazine. Verdin Account Manager Chelsea Modlin said they do not recommend Westways because of the expense but they would research and get back to the TBID Board. Board member April Schirmer recommended everyone keep an eye on Instagram’s response to TikTok.

Verdin Account Manager Chelsea Modlin said the May lodging report shows 46% occupancy with nearly 50% in Pismo Beach—even though leisure travel was not allowed at that time. The top origin marketing is Fresno/Visalia area. 10.2% of arrivals to SLO County came to Arroyo Grande and Grover Beach. Board member Greg Steinberger suggested reviewing alternative options for advertising (pros and cons of each) at the next Board meeting. Board member Vivian Krug concurred and would like to see prices on Westways. Greg Steinberger asked for prices on Tripadvisor. Verdin Account Manager Chelsea Modlin said Tripadvisor has poor click-through rates. Chelsea said their media buyer, Lisa, can attend the next TBID Board meeting.

Chamber President/CEO Jocelyn Brennan suggested a co-op with the CBID to buy an ad in Westways magazine. Chelsea stated the prices in Westways are \$6,000 for a half-page ad and \$12,000 for a full-page ad. Chelsea recommended a half page ad or larger to be more impactful. She stated Lisa will bring demographics of Westways magazine to the August TBID Board meeting to provide a thoughtful recommendation.

7. Board Member Communications Board member David Kastner stated he would like to discuss events that can be allowed in the future with a strategy in place. Chamber President/CEO Jocelyn Brennan stated live music is currently not allowed. Jocelyn commented that the Chamber will reach out to the new general manager at The Agrarian Hotel once she is settled in and present her with information regarding joining the Board.

8. Staff Communications None.

9. Adjournment. Meeting was adjourned at 4:34 pm.

Approved by Board on 08-24-2020