

**MINUTES  
REGULAR MEETING OF THE  
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD  
MONDAY, AUGUST 24, 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 3:38 pm by Board member Vivian Krug.
2. **Roll call and flag salute.** Board members present via teleconference were Greg Steinberger, Vivian Krug, and April Schirmer. Board members David Kastner and Joseph Michael Scott were absent.

City representatives present via teleconference: Mayor Caren Ray Russom, Administrative Services Director Mike Stevens, Acting City Manager Bill Robeson, and Acting Deputy City Manager Whitney McDonald. 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, Partner & VP of Client Services Ashlee Akers, and Media & Research Strategist Lisa Campolmi. Visit SLO CAL representative present via teleconference: Director of Community Engagement & Advocacy Derek Kirk.

3. **Public Comment.** Visit SLO CAL Director of Community Engagement & Advocacy Derek Kirk gave a marketing update of tourism at the county level. He said all advertising is on pause since the middle of March. Paid social media started last Monday but is now paused due to wildfires that are causing smoke here. The co-op campaign will start August 31<sup>st</sup>, and the ad campaign will start in September. International borders are still closed. Hashtag #slocalsafely started August 5. Their social media posts show masks and social distancing.
4. **Approval of Minutes of the July 27, 2020 Regular Board Meeting**

**Action:** Board member April Schirmer made a motion to approve the minutes of the July 27, 2020 regular board meeting. Board member Greg Steinberger seconded the motion. Motion passed unanimously by roll call vote.

5. **Receive and File the Financial Reports for the Period Ending June 30, 2020** City Administrative Services Director Mike Stevens explained the three financial reports included in the agenda packet. Chart 1 reflects the TOT revenue over the past three years versus the current year. Board member Greg Steinberger asked if the dates could be listed left to right in chronological order at the bottom of Graph 1. Chart 2 shows the STVR (short-term vacation rental) information. A \$16,000 TOT shortfall in revenue is expected for FY 2019-2020 due to COVID. The July financials will not be available until the end of August. The current fund balance is \$291,537. TOT was up in May and June. Board members Greg Steinberger and Vivian Krug said they like the new graphs. Board member April Schirmer agreed.

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

6. **Receive Monthly Marketing Update** Verdin Account Manager Chelsea Modlin said page views in July are starting to increase, and the spikes are related to boosted posts that drive viewers to the Visit Arroyo Grande website. Los Angeles is the top city for web traffic. Pismo Lighthouse Suites is also referring traffic to us. Our June occupancy rate is high compared to other cities in SLO County, according to the Visit SLO CAL lodging report. All paid advertising ended March 12, 2020 due to COVID. Verdin Media & Research Strategist Lisa Campolmi discussed the fall media plan. They recommend spending \$25,000 total in September, October, and November to reach the targeted persona groups of family

**Minutes: Arroyo Grande Tourism Business Improvement District Regular Board Meeting**

**Monday, August 24, 2020**

**Page 2**

travelers, nature lovers, and relaxation seekers in the geographic targets of Southern California and the Central Valley. They recommend only a digital campaign with no print, radio, TV, or billboards. Digital advertising is more flexible than traditional media since it can be turned on and off as needed without contracts or fees. Verdin targets people that fit the persona—not websites. The people who are targeted are predetermined to be excited about our destination. The nature lover persona likes biking, hiking, kayaking, surfing, and golfing. The relaxation persona likes wine, beer, food, shopping, historical sites, and relaxing, outdoor fun. The family persona likes kids' activities, food, wine, beer, outdoor fun, and events. The campaign is recommended to start September 1 to reach those people who are seeking short-term, safe trips. The plan is to start conservatively.

Board member Greg Steinberger said the plan seems reasonable. Board members Vivian Krug, April Schirmer, and Greg Steinberger said they are OK with Verdin refreshing their old creative for the fall campaign. The fall creative will feature the theme “fresh” from the spring campaign—that was not used due to COVID. People featured in the campaign will be eating outside with masks and social distancing. The new tagline will be “Explore Safely.” The “fresh” campaign was approved in spring before the pandemic caused a shutdown.

7. **Board Member Communications** Board member Greg Steinberger said he was named Executive Director of Camp Arroyo Grande. He said he plans to create a staycation promotion.
8. **Staff Communications** Chamber President/CEO Jocelyn Brennan said the Chamber is moving forward with managing the California Welcome Center at the Pismo Beach Premium Outlets.
9. **Adjournment.** Meeting was adjourned at 4:39 pm.

Approved by Board on 09-28-2020