

**MINUTES
REGULAR MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, SEPTEMBER 28, 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 3:40 pm.
2. **Roll call and flag salute.** Board members present via teleconference were Greg Steinberger, Vivian Krug, and David Kastner. Board members April Schirmer and Joseph Michael Scott were absent.

City representatives present via teleconference: Mayor Caren Ray Russom, Administrative Services Director Mike Stevens, City Manager Whitney McDonald, Assistant City Manager/Public Works Director Bill Robeson, and Deputy City Clerk Jessica Matson. 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 and Partner & VP of Client Services Ashlee Akers. Visit SLO CAL representative present via teleconference: Partner Engagement Manager Ashley Mastako. Members of the public present via teleconference: Arroyo Grande lodging property representatives Michele Hoffecker of 225 Stanley Ave. (vacation rental), Cherag Patel of Premier Inn, Viki Desai of Premier Inn, and Krysta Coleman of The Agrarian Hotel.

3. **Public Comment.** The AGTBID Board, Chamber staff, City representatives, Verdin Marketing staff, and members of the public introduced themselves to members of the public in attendance. Visit SLO CAL Partner Engagement Manager Ashley Mastako gave a marketing update of tourism at the county level. She said Visit SLO CAL is partnering with Visit California on social media posts.
4. **Approval of Minutes of the August 24, 2020 Regular Board Meeting.**
Action: Board member Vivian Krug made a motion to approve the minutes of the August 24, 2020 regular Board meeting. Board member David Kastner 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 said the June financials are on the agenda because they were not voted on at last month's TBID meeting. Administrative Services Director Mike Stevens said July TOT is up 15% from June. He said the budget is represented in the reports by the blue line.

Action: Board member Greg Steinberger made a motion to receive and file the financial reports for the period ending June 30, 2020. Board member Vivian Krug seconded the motion. Motion passed unanimously by roll call vote.

6. **Receive and File the Financial Reports for the Period Ending July 31, 2020.**
Action: Board member Greg Steinberger made a motion to receive and file the financial reports for the period ending July 31, 2020. Board member Vivian Krug seconded the motion. Motion passed unanimously by roll call vote.
7. **Receive Monthly Marketing Update.** Verdin Account Manager Chelsea Modlin said Visit Arroyo Grande website page views were down in August, but users are spending more time on the site. The numbers are returning to pre-COVID times. Los Angeles and San Francisco are the top cities for online traffic. The 69.8% occupancy rate shows that tourists are travelling. The newly launched digital advertising campaign by Visit Arroyo Grande will increase occupancy rates further. We only have three Arroyo Grande hotels contributing to the STAR report (hotel occupancy statistics), but we need four of

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them to participate to get a separate line item in the report to show Arroyo Grande-specific numbers. Arroyo Grande numbers are currently combined with Grover Beach. Facebook impressions and engagement are increasing. Verdin will monitor social media as we approach the elections. The numbers for Instagram are up as well. Digital advertising started in September, and the results will be shared at the October TBID meeting. Verdin is creating a reopening plan targeting the family-focused persona in October and November. Paid media (advertising) tactics include programmatic advertising of 15-second videos and boosted social media posts. The earned media (public relations) tactics will include designing fun and engaging trip itineraries, submitting monthly and quarterly content to Visit SLO CAL, CCTC, and Visit California, and participating in virtual FAM tours, co-op programs, and monthly public relations opportunities. The owned media plan (social media and enewsletter) will be a focus on safe activities and responsible travel. It will highlight outdoor activities, share business reopening content, and relaunch the enewsletter.

Board member David Kastner said our hotel staff need to be masked, and Verdin Account Manager Chelsea said maybe we can include this in our communication to visitors. Verdin Partner & VP of Client Services Ashlee Akers said Visit SLO CAL has a toolkit for lodging properties that we can share with Arroyo Grande lodging property owners/managers.

8. **Board Member Communications** Board member Vivian Krug said the South County Historical Museum will remain closed since most docents are elderly. The historic schoolhouse may reopen first, with modifications. Board member Greg Steinberger talked about his new role as Executive Director for Camp Arroyo Grande. Board member David Kastner asked Premier Inn representative Cherag Patel about his plans for rebranding the hotel. Mr. Patel said they are currently in process of rebranding the hotel. Board member Greg Steinberger said he is available to help with marketing the hotel since he currently teaches marketing at Cal Poly and it could be a student project.
9. **Staff Communications** City Manager Whitney McDonald said the City is waiting on guidance from the State regarding Halloween activities.
10. **Adjournment.** Meeting was adjourned at 4:47 pm.

Approved by Board on 10-26-2020