



**AGENDA SUMMARY
TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD MEETING
MONDAY, MARCH 22, 2021
3:30 P.M.
South County Chambers of Commerce Board Room
South County Regional Center
800 W. Branch Street, Arroyo Grande**

In compliance with the State and County Shelter at Home Orders, and pursuant to the Governor's Executive Order N-29-20, which allows for a deviation of teleconference rules required by the Ralph M. Brown Act, AGTBID meetings will be held by teleconference only until further notice. Members of the public may view and provide public comment during the meeting by joining the Zoom meeting at https://link.edgepilot.com/s/f20dc329/juaJroIAB06Ej09xj6_P1O?u=https://us02web.zoom.us/j/87396376246 or enter meeting ID: (873 9637 6246).

1. Call to Order

2. Roll Call and Flag Salute

3. Public Comment

4. Approval of Minutes of the February 22, 2021 Regular Board Meeting

Recommendation: Review and approve minutes of February 22, 2021 regular board meeting.

Documents:

[TBID 2021-03-22_Item 4 Approval of Minutes_02-22-21.pdf](#)

5. Receive and File the Financial Reports for the Period Ending January 31, 2021

Recommendation: Receive and file the financial reports for period ending January 31, 2021.

Documents:

[TBID 2021-03-22_Item 5 Financial Report Ending Jan 2021.pdf](#)

6. Consider and Approve a Recommendation to Amend the AGTBID Advisory Board Bylaws Changing the Regular Board Meeting Schedule from Monthly to Six Meetings a Year

Recommendation: Approve an amendment to the AGTBID Advisory Board Bylaws to change the AGTBID board meeting schedule from monthly meetings to six meetings a year in the months of January, February, April, June, August, and October with special board meetings as needed, and forward to City Council with a recommendation for

approval.

Documents:

[TBID 2021-03-22_Item 6 Amend Bylaws.pdf](#)

7. Review and Approve the FY 2020-2021 Annual Report

Recommendation: Review and approve the FY 2020-2021 Annual Report prepared by Verdin Marketing and forward it to the City Council with a recommendation for approval.

Documents:

[TBID 2021-03-22_Item 7 Annual Report.pdf](#)

8. Receive Monthly Marketing Update

Recommendation: Receive the monthly marketing update from Verdin Marketing for the month of February 2021.

Documents:

[TBID 2021-03-22_Item 8 Monthly Marketing Update.pdf](#)

9. Board Member Communications

10. Staff Communications

11. Adjournment

This agenda was prepared and posted pursuant to Government Code Section 54954.2. Agenda reports can be accessed and downloaded from the City's website at www.arroyogrande.org. If you would like to subscribe to receive email or text message notifications when agendas are posted, you can sign up online through our Notify Me feature.

If requested, the agenda shall be made available in appropriate alternative formats to persons with disability, as required by the Americans with Disabilities Act. To make a request for disability-related modification or accommodation, contact the Legislative and Information Services Department at 805-473-5400 as soon as possible and at least 48 hours prior to the meeting date.