

**MINUTES
REGULAR MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, JUNE 24, 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 3:30 pm by Chair Bob Lund.
2. **Roll call and flag salute.** Board members present: Bob Lund, Chuck Fellows, April Schirmer, David Kastner, Vivian Krug, Joseph Michael Scott, and Fred Reed. Board member Greg Steinberger was absent.

City representatives present: Mayor Caren Ray Russom, City Manager Jim Bergman, and Deputy City Clerk Jessica Matson. Chamber staff present: Marketing & Tourism Coordinator Holly Leighton. Verdin Marketing staff present: Partner & VP of Client Services Ashlee Akers and Account Manager Chelsea Modlin.

3. **Public Comment.** None
4. **Approval of Minutes of the April 22, 2019 Regular Board Meeting.**

Action: Board member David Kastner made a motion to approve the minutes. Board member Vivian Krug seconded the motion. Motion passed unanimously by voice vote.

5. **Receive and file the Financial Report for the period ending April 30, 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 and file the Financial Report for the period ending May 31, 2019.**

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

Chair Bob Lund requested Item 7 be heard after Item 10. The Board concurred.

8. **Consider Approval of Funding from the FY 2019-20 AGTBID Budget for an Amount Not to Exceed \$15,000 for Sponsorship of the 2019 Jazz Jubilee by the Sea October 24-27, 2019.** LaDean Talcott introduced herself from the Basin Street Regulars and answered questions from the Board. Ms. Talcott stated they are requesting an extra \$5,000 this year to cover the cost of higher profile bands coming from New Orleans and New York. Mayor Caren Ray Russom commented that Arroyo Grande is receiving half as much TOT (Transient Occupancy Tax) as Pismo Beach, but are still asked to sponsor at a high level. Board member April Schirmer commented the statistics show most participants of Jazz Jubilee are local.

Action: Board member Joseph Michael Scott made a motion to approve the sponsorship for an amount not to exceed \$10,000. Board member Chuck Fellows seconded the motion. Motion passed on a 5-2 voice vote with Board members Joseph Michael Scott, Chuck Fellows, Vivian Krug, David Kastner and Bob Lund voting yes and Board members April Schirmer and Fred Reed voting no.

9. **Consider Approval of Funding from the FY 2019-20 AGTBID Budget for an Amount Not to Exceed \$3,500 for Sponsorship of Central Coast Film Society Event on August 24, 2019.** Board member David Kastner provided some background on the event, declared a conflict of interest due to his position with the Clark Center and recused himself from the discussion and vote and left the room.

The Board discussed and expressed concerns with the event's benefit to Visit Arroyo Grande.

Action: Board member Joseph Michael Scott made a motion to deny the sponsorship request. Board member Vivian Krug seconded the motion. Motion passed unanimously by voice vote.

Board member David Kastner returned to the meeting.

10. **Consider Approval of Funding from the FY 2019-20 AGTBID Budget for an Amount Not to Exceed \$5,200 for Sponsorship of Five Cities Youth Baseball Tournament July 21-28, 2019.** Frank Schiro introduced himself as a representative of Five Cities Youth Baseball and commented that teams will play 22 games at Porter Field in Arroyo Grande and will need 175-190 hotel rooms while they are in town. Board member Fred Reed expressed support for the sponsorship since it will bring outside visitors to local hotels mid-week (Sunday-Thursday). Board member Fred Reed asked if only Arroyo Grande hotels will be listed on the tournament promotional materials. Mayor Caren Ray Russom requested that all AGTBID members be listed first. Mayor Caren Ray Russom expressed her support of this event and its value to the City and suggested the Board reevaluate all AGTBID sponsorships.

Action: Board member Vivian Krug made a motion to approve the sponsorship as presented. Board member April Schirmer seconded the motion. Motion passed unanimously by voice vote.

The Board returned to Item 7.

7. **Receive Monthly Marketing Update from Verdin Marketing.** Verdin staff stated all stats are high for April and May. There were almost 24,000 website visitors. Most of the website traffic is coming from Los Angeles. Page views are up 1000%. The e-newsletter gained 40 users in recent months and has a high open rate. Impressions went down since the ad budget is down due to the nearing of peak season. Instagram has the largest growth and there is a downturn in Facebook and Twitter. There is a high click-through rate for social ads on Facebook and Instagram. Mayor Caren Ray Russom commented that the new photography assets are excellent and a huge improvement. Verdin Account Manager Chelsea Modlin stated they will add Five Cities

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Youth Baseball to their July social media calendar. Board member Joseph Michael Scott stated Visit Arroyo Grande's social media content is very good and engaging.

Verdin staff also discussed the Showcase of Cities window display at the Mid-State Fair. A local artist will paint an Arroyo Grande scene and that will be printed on linen and hung in the window. The window will also include a QR code which visitors can scan for an opportunity to win a trip to Arroyo Grande. The ribbon cutting for the event is scheduled for July 10, 2019.

The Board returned to Item 11.

- 11. Board Member Communications.** Board member David Kastner commented that the Clark Center for the Performing Arts will be announcing their new season soon. Chair Bob Lund suggested staff follow up on host compliance for the collection of fees from AirBnB properties. Mayor Caren Ray Russom stated that host compliance is being handled at the City Council level.

Chair Bob Lund announced his resignation from the TBID Board since he is retiring from the Arroyo Grande Village Improvement Association. The Board expressed their gratitude for Chair Lund's service to the Board and the community.

Board member Chuck Fellows stated he will be unable to attend the July 22, 2019 TBID Board meeting. Board member David Kastner suggested not meeting in July.

- 12. Staff Communications.** None

- 13. Adjournment.** Chair Bob Lund adjourned the meeting at 4:45 pm.

Approved by Board on 08-26-2019