

**MINUTES
REGULAR MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, JUNE 28, 2021, 3:30 PM**

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 3:32 p.m. by Board Chair Greg Steinberger.
2. **Roll call and flag salute.** Board members present via teleconference were Vivian Krug, Yvette Eagles, and Sean Dasmann. Board member April Schirmer was absent.

City representatives present via teleconference: Mayor Caren Ray Russom, City Manager Whitney McDonald, and Administrative Services Director Nicole Valentine. Chamber staff present via teleconference: President/CEO Jocelyn Brennan and Marketing/Tourism Coordinator Holly Leighton. Verdin Marketing staff present via teleconference: Partner & VP of Client Services Ashlee Akers and Account Manager Natalie Bovee. Visit SLO CAL representative present via teleconference: Chief Marketing Officer Cathy Cartier and Partner Engagement Manager Ashley Mastako.

3. **Public Comment.** Visit SLO CAL Partner Engagement Manager Ashley Mastako gave a marketing update of tourism at the county level.
4. **Approval of Minutes of the April 26, 2021 Regular Board Meeting.**

Action: Board member Sean Dasmann made a motion to approve the minutes of the April 26, 2021 regular board meeting. Board member Yvette Eagles seconded the motion. Motion passed unanimously by roll call vote.

5. **Receive and File the Financial Reports for the Period Ending March 31, 2021 and April 30, 2021.** Administrative Services Director Nicole Valentine gave an overview of TOT revenue. May TOT is not due until June 30, so May numbers are not ready yet. TOT numbers are trending high. Since STVRs (short-term vacation rentals) can pay either quarterly or monthly, the quarter numbers are higher.

Action: Board member Greg Steinberger made a motion to approve the financial reports for the periods ending March 31, 2021 and April 30, 2021. Board member Sean Dasmann seconded the motion. Motion passed unanimously by roll call vote.

6. **Consideration of Approval of Funds for Visit SLO CAL Co-op programs** Visit SLO CAL Chief Marketing Officer Cathy Cartier explained the co-op opportunities available from Visit SLO CAL in their Equity, Diversity, and Inclusion (EDI) asset alignment study and asset shoot. The asset shoot would be all new creative shot in the first week of August. Assets can be used for three years according to the talent contract. Mayor Caren Ray Russom said diversity is a top priority for the city. Chamber President/CEO Jocelyn discussed the budget and said the \$2,500 for the EDI study could come from Verdin's budget of hard media costs and the \$10,000 for the video shoot would come from the co-op budget item.

Action: Board member Greg Steinberger made a motion to approve the \$10,000 for the video shoot from the co-op budget and \$2,500 from the money already allocated to Verdin for hard media costs. Board member Vivian Krug seconded the motion. Motion passed unanimously by roll call vote.

7. **Receive Monthly Marketing Update.** Verdin Marketing Partner & VP of Client Services Ashlee Akers played the Arroyo Grande brand video. It has received 3,200 Instagram views, 4,000 Facebook views, and lots of engagement. There are six ethnicities represented in the video, one disability, and seven age ranges. All were locals. Ashlee also shared April and May lodging reports, website statistics,

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social media, e-newsletter results, and hard media ads. The new benchmarks are high-value actions like click to call, click to book, and e-newsletter signups. Verdin will use a new metric where they will geofence Arroyo Grande so they can track visits directly from digital ads. E-newsletter benchmarks are open rates and click-through rates. Paid media programmatic ads in April and May focused on outdoor activities and family. The core social media benchmark is engagement. The FY 2021-22 Verdin budget will be similar to last fiscal year. Most of the budget (\$70,000) is used in paid media space.

8. **Discuss an Evaluation Plan for Verdin Marketing.** Board member Greg Steinberger made a motion to table this item. Board member Sean Dasmann seconded the motion. Motion passed unanimously by roll call vote.
9. **Board Member Communications.** Board member Vivian Krug said the museums have opened on special occasions and are slowly opening more. Board member Yvette Eagles said the Clark Center for the Performing Arts is reopening.
10. **Staff Communications.** Chamber President/CEO Jocelyn Brennan announced Big Ditch Market on the first Fridays of July, August, and September.
11. **Adjournment.** Meeting was adjourned at 5:05 pm.

Approved by Board on 08-23-2021