

MINUTES
REGULAR MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, AUGUST 26, 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 3:31 pm by Board member Greg Steinberger.
2. **Roll call and flag salute.** Board members present: Chuck Fellows, April Schirmer, David Kastner, Vivian Krug, Fred Reed, and Greg Steinberger. Board member Joseph Michael Scott was absent.

City representatives present: Mayor Caren Ray Russom and City Manager Jim Bergman. Chamber staff present: Marketing & Tourism Coordinator Holly Leighton and President/CEO Jocelyn Brennan. Verdin Marketing staff present: Partner & VP of Client Services Ashlee Akers and Account Manager Chelsea Modlin. Visit SLO CAL staff present: President/CEO Chuck Davison, Director of Community Engagement & Advocacy Derek Kirk, and Director of Travel Trade Michael Wambolt.

3. **Public Comment.** City Manager Jim Bergman thanked the AGTBID Board for their service.
4. **Election of Chair and Vice Chair for Remainder of 2019.**

Action: Board member Vivian Krug moved to nominate Board member Greg Steinberger as Chair. Board member David Kastner seconded the motion. Board member Greg Steinberger accepted. Board member April Schirmer moved to nominate Board Member Vivian Krug as Vice Chair. Board member Chuck Fellows seconded the motion. Board member Vivian Krug accepted. Both motions passed unanimously by voice vote.

5. **Approval of Minutes of the June 24, 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.

6. **Receive and file the Financial Report for the period ending June 30, 2019.** Board member David Kastner asked if the financials include June TOT. City Manager Jim Bergman stated they did not. Board member David Kastner asked if TOT will fall short, and City Manager Jim Bergman stated he will provide more information at the next TBID meeting.

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

7. **Receive and file the Financial Report for the period ending July 31, 2019.** Board member David Kastner commented that the July financials seem ahead. The Board will discuss more at the next board meeting.

Action: Chair Greg Steinberger made a motion to receive and file the report. Board member David Kastner seconded the motion. Motion passed unanimously by voice vote.

8. **Consider Recommendation to Arroyo Grande City Council to Approve the San Luis Obispo County Tourism Marketing District (SLOCTMD) Renewal.** Marketing & Tourism Coordinator Holly Leighton introduced Visit SLO CAL President/CEO Chuck Davison. Chuck gave a brief history of the San Luis Obispo County Tourism Marketing District and its key accomplishments. He stated there is a large inventory of hotel rooms opening soon (about 2,000 rooms) mostly in San Luis Obispo and North County. The District is proposed to be renewed with a 10-year term with a 1.5% assessment instead of a five-year term with a 1% assessment. Mr. Davison stated most of the additional money would go towards advertising. It would also cover sales support, development of new air service, international and destination management strategy. Mayor Caren Ray Russom asked about the long-term plan in regards to the forecasted decrease in hotel stays. Mr. Davison stated a new air service market will be announced Wednesday by Visit SLO CAL. He also stated Grover Beach has four approved hotels to be built and two have already broken ground. Board member Fred Reed stated he is concerned about roads. Mr. Davison stated the new term of the SLOCTMD would begin July 1, 2020, if approved. Board member Vivian Krug asked about international marketing methods. Board member April Schirmer asked how assessment increases would impact advertising spending. Mr. Davison stated it would more than double from \$1.2 million. Chair Greg Steinberger spoke highly of Visit SLO CAL and the work they are doing.

Action: Board member David Kastner made a motion to approve the recommendation to City Council to approve the SLOCTMD Renewal. Board member April Schirmer seconded the motion. Motion passed unanimously by voice vote.

8. **Receive Monthly Update from Verdin Marketing.** Account Manager Chelsea Modlin stated there was no paid advertising in July, but click-through rates on ads is unusually high for Visit Arroyo Grande. July stats are down due to lack of paid boosts. The fall campaign will be "Wander Here" and starts next week. Biking, hiking, and windsurfing will be featured. The photo shoot will highlight "On the Go Eric" persona. Board member David Kastner asked how visitors could find trails in Lake Lopez area. Account Manager Chelsea Modlin stated she would add the maps to our Visit Arroyo Grande website. Chamber President/CEO Jocelyn Brennan would like time in future TBID meetings to strategize on upcoming events to promote on Visit Arroyo Grande social media. She asked that Verdin promote the SLO Ultra in the fall campaign. Board member Vivian Krug gave feedback about the Visit Arroyo Grande window display at the Mid-State Fair and also stated Arroyo Grande is not represented in the Central Coast TRVLR publication.

9. **Board Member Communications.** None

11. **Staff Communications.** None

12. **Adjournment.** Chair Greg Steinberger adjourned the meeting at 5:10 pm.