

**MINUTES
REGULAR MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, SEPTEMBER 23, 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 3:34 pm by Board Chair Greg Steinberger.
2. **Roll call and flag salute.** Board members present: Joseph Michael Scott, April Schirmer, David Kastner, Fred Reed, and Greg Steinberger. Board members Vivian Krug and Chuck Fellows were absent.

City representatives present: Deputy City Clerk Jessica Matson. Chamber staff present: Marketing & Tourism Coordinator Holly Leighton. Verdin Marketing staff present: Partner & VP of Client Services Ashlee Akers.

3. **Public Comment.** None

4. **Approval of Minutes of the August 26, 2019 Regular Board Meeting.**

Action: Board member David Kastner made a motion to approve the minutes. Board member April Schirmer seconded the motion. Motion passed by voice vote with Board member Joseph Michael Scott abstaining due to his absence at the last meeting.

Receive and file the Financial Report for the period ending August 31, 2019. Board member David Kastner requested a financial summary of FY 2018-19 for the next meeting. Deputy City Clerk Jessica Matson stated that all hotels are current on paying TOT. She stated there is always a two-month lag in TOT reporting.

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

5. **Receive Monthly Update from Verdin Marketing.** Verdin Partner & VP of Client Services Ashlee Akers shared the August social media and website reports for Visit Arroyo Grande. She stated page views have increased and there has been great growth compared to last year. Ads are drawing comments and engagement. The top cities are San Francisco and L.A. There has been significant growth on Instagram—much more than Facebook. Board member Joseph Michael Scott would like to know who is referring our social media. He stated the Visit Arroyo Grande posts are good because they tell a story. Verdin Partner & VP of Client Services Ashlee Akers stated the SLO Ultra promotions are temporarily paused due to the Lopez Lake fire. Verdin is currently working on an outdoor persona ad that will be shared with the Board soon.

Ms. Akers also commented on their plan to use a consultant for strategic planning for Visit Arroyo Grande, which is included in Verdin's Council-approved budget. Beau Bennett and Colin Stoetzel from Coraggio Group called in to present their strategic plan for Visit Arroyo Grande and stated their goal is to create a five-year plan. Board member David Kastner asked the Coraggio reps what deliverables will be provided. Coraggio stated they will give a one-page report of a three- to five-year strategic plan that is succinct. It will be a strategic

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framework that will include the vision, mission, values, brand intention, and position for Visit Arroyo Grande. It will also offer strategic imperatives, objectives, and initiatives. Board member David Kastner asked if the strategic plan will help determine if Harvest Festival, Strawberry Festival, and other events are tourism worthy. An immersion session group will help make these decisions and will be carefully selected. The strategic plan development process will take two to three months. Verdin's job will be to execute Coraggio's plan. Verdin's marketing plan will also support Coraggio's strategic plan. The Board expressed their support of the project.

6. **Board Member Communications.** Board Chair Greg Steinberger shared that he is now a professor at Cal Poly in the Marketing Department. Board member David Kastner announced that the Clark Center for the Performing Arts just started their professional season. The Four Tenors show is doing extremely well.
7. **Staff Communications.** None
8. **Adjournment.** Board Chair Greg Steinberger adjourned the meeting at 4:39 pm.

Approved by Board on 10-28-2019