



**AGENDA SUMMARY**  
**ARROYO GRANDE TOURISM BUSINESS IMPROVEMENT DISTRICT**  
**ADVISORY BOARD MEETING**  
**MONDAY, JUNE 28, 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://us02web.zoom.us/j/81406172670>) or enter meeting ID: (814 0617 2670).

1. **Call to Order**
2. **Roll Call and Flag Salute**
3. **Public Comment**
4. **Approval of Minutes of the April 26, 2021 Regular Board Meeting**

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

Documents:

[TBID 2021-06-28\\_Item 4 Approval of Minutes\\_04-26-21.pdf](#)

5. **Receive and File the Financial Reports for the Period Ending March 31, 2021 and April 30, 2021**

Recommendation: Receive and file the financial reports for period ending March 31, 2021 and April 30, 2021.

Documents:

[TBID 2021-06-28\\_Item 5 Financial Report Ending Apr 2021.pdf](#)

6. **Consideration of Approval of Funds for Visit SLO CAL Co-op Programs**

Recommendation: Review the two co-op programs from Visit SLO CAL and consider approval of funds from the FY 2021-22 budget to participate in the co-op.

Documents:

**7. Receive Monthly Marketing Update**

Recommendation: Receive the monthly marketing update from Verdin Marketing for the months of April and May 2021.

Documents:

[TBID 2021-06-28\\_Item 7 Monthly Marketing Update.pdf](#)

**8. Discussion of an Evaluation Plan for Verdin Marketing to Assess Results**

Recommendation: Discuss ways to better evaluate how Verdin Marketing is performing in promoting Arroyo Grande as a tourism destination.

Documents:

[TBID 2021-06-28\\_Item 8 Evaluation Plan for Verdin.pdf](#)

**9. Board Member Communications**

**10. Staff Communications**

**11. Adjournment**

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