



**AGENDA SUMMARY  
TOURISM BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD MEETING  
MONDAY, AUGUST 24, 2020  
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 July 27, 2020 Regular Board Meeting**

Recommendation: Review and approve minutes of July 27, 2020 regular board meeting.

Documents:

[TBID 2020-08-24\\_Item 4 Approval of Minutes\\_07-27-20.pdf](#)

**5. Receive and File the Financial Report for the Period Ending June 30, 2020**

Recommendation: Receive and file the financial report for period ending June 30, 2020.

Documents:

[TBID 2020-08-24\\_Item 5 Financial Report Ending Jul 2020.pdf](#)

**6. Receive Monthly Marketing Update**

Recommendation: 1) Receive the monthly marketing update from Verdin Marketing; 2) Discuss fall advertising campaign; 3) Review advertising options for Visit Arroyo Grande; and 4) Discuss Strategic Plan implementation follow-up.

Documents:

[TBID 2020-08-24\\_Item 6 Monthly Marketing Update.pdf](#)

**7. Board Member Communications**

**8. Staff Communications**

## **9. Adjournment**

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