

**MINUTES  
REGULAR MEETING OF THE  
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD  
MONDAY, JANUARY 28, 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 3:54 pm by Vice Chair Bob Lund.
2. **Roll call and flag salute.** Board members present: Bob Lund, Chuck Fellows, Greg Steinberger, David Kastner, and Vivian Krug. Board members Joseph Michael Scott, Troi Hoffman, and April Schirmer were absent.

City representatives present: Deputy City Clerk Jessica Matson. Chamber staff present: President/CEO Jocelyn Brennan and Marketing & Tourism Coordinator Holly Leighton. Verdin Marketing staff present: Partner & VP of Client Services Ashlee Akers and Account Manager Chelsea Modlin.

3. **Public Comment.** None.
4. **Election of Chair and Vice Chair for 2019.**

**Action:** Board member David Kastner moved to nominate Board member Bob Lund as Arroyo Grande Tourism Business Improvement District (AGTBID) Chairperson. Board member Vivian Krug seconded the motion. Board member Bob Lund accepted the nomination. Motion passed unanimously by voice vote. Board member David Kastner moved to nominate Board member Chuck Fellows as Vice Chair. Board member Chuck Fellows did not accept the nomination. Board member David Kastner nominated Greg Steinberger as Vice Chair. Board member Vivian Krug seconded the motion. Board member Greg Steinberger accepted the nomination. Motion passed unanimously by voice vote.

5. **Approval of Minutes of the December 21, 2018 Special Board Meeting.**

**Action:** Board member Greg Steinberger made a motion to approve the minutes. Board member Chuck Fellows seconded the motion with Board member Vivian Krug abstaining. Motion passed by voice vote.

6. **Receive and file the Financial Report for the period ending December 31, 2018.**

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

7. **Receive Monthly Marketing and Re-Brand Update from Verdin Marketing.** Verdin staff distributed and presented statistics from the Visit Arroyo Grande website and social media engagement and stated social media engagement continues to increase. The top cities reached are Los Angeles, San Francisco, and San Luis Obispo. Page views are high even though advertising hasn't started yet. The main audience of Visit Arroyo Grande's Instagram account are women under the age of 45 according to December statistics. Verdin staff stated the launch plan for the re-brand includes an eblast, social media posts, letter to hotel partners, and a website overhaul. Verdin staff recommended the Board allocate \$3,000 to purchase the arroyogrande.com domain. No formal action was taken.
  
8. **Consider Approval of Visit Arroyo Grande's New Logo and Campaign Imagery.** Verdin staff discussed the launch plan for the Visit Arroyo Grande re-brand and presented the new logo and imagery. Campaign materials and logos will be available on a brand guidelines webpage for all marketers. Verdin staff also revealed the updated newsletter template.

**Action:** Board member Chuck Fellows made a motion to approve the new logo for Visit Arroyo Grande. Board member Vivian Krug seconded the motion. Motion passed unanimously by voice vote.

9. **Consider Approval of Funding from the FY 2018-19 AGTBID Budget for an Amount Not to Exceed \$20,000 for a Sponsorship of the SLO Ultra Trail Races and the SLO County Ultra Games Multi-Sport Event on October 25-27, 2019 at Lopez Lake.** Samantha Pruitt, CEO & Founder of RaceSLO, presented her proposal for an event in October that includes a 50-mile race, 26-mile race, 5K race, and a children's event at Lopez Lake. This event would have a festival atmosphere with vendors and booths. Marketing dollars would be spent within a five-hour radius to bring spectators and participants to Arroyo Grande. Ms. Pruitt stated she expects that Arroyo Grande hotels would fill all their rooms. Board member Greg Steinberger asked about Arroyo Grande's bed tax. Chamber CEO Jocelyn Brennan stated that this event has the potential of bringing in approximately \$16,000 in bed tax. Chamber Tourism Marketing Coordinator Holly Leighton read Board member April Schirmer's comments regarding the event.

**Action:** Board member David Kastner made a motion to approve funding for an amount not to exceed \$20,000 for sponsorship of the RaceSLO event. Board member Chuck Fellows seconded the motion. Motion passed unanimously by voice vote.

10. **Consider Approval of Funding from the FY 2018-19 AGTBID Budget for an Amount Not to Exceed \$2,000 for the Showcase of Cities Display at the 2019 California Mid- State Fair.** The Board discussed the Arroyo Grande display at last year's fair and expressed interest in continuing at this year's fair. Verdin staff commented that there are creative funds available in their budget to assist with this project.

**Action:** Board member Vivian Krug made a motion to approve funding for an amount not to exceed \$2,000 for the Showcase of Cities Display. Board member Greg Steinberger seconded the motion. Motion passed unanimously by voice vote.

11. **Consider Approval of Funding from the FY 2018-19 AGTBID Budget for an Amount Not to Exceed \$2,000 for a Visitor Booth at the 2019 Strawberry Festival.** Chamber CEO Jocelyn Brennan commented on the success of marketing efforts at last year's festival. The Board discussed.

**Action:** Board member Dave Kastner made a motion to approve funding for an amount not to exceed \$2,000 for a Visitor Booth at the 2019 Strawberry Festival. Board member Vivian Krug seconded the motion. Motion passed unanimously by voice vote.

12. **Consider Approval of Funding from the FY 2018-19 AGTBID Budget for an Amount Not to Exceed \$10,000 for a Sponsorship of the Village Improvement Association's 2019 Christmas in the Village Event.** Chair Bob Lund recused himself from discussing and voting on the item due to a potential conflict of interest resulting in the lack of a quorum for this item to be considered.

**Action:** Item deferred to the February meeting.

13. **Consider Approval of Funding from the FY 2018-19 AGTBID Budget for an Amount Not to Exceed \$1,850 for a Full-Page Ad in the 2019 South County Visitor's Guide & Membership Directory.** The Board discussed. Verdin staff stated they will design the full-page ad for Visit Arroyo Grande.

**Action:** Board member Dave Kastner made a motion to approve funding for an amount not to exceed \$1,850 for a full-page ad in the 2019 South County Visitor's Guide. Board member Chuck Fellows seconded the motion. Motion passed unanimously by voice vote.

14. **Board Member Communications.** Board member Vivian Krug commented on the South County Historical Society's Antique Show fundraiser February 9<sup>th</sup>-10<sup>th</sup>. Board member Greg Steinberger announced that Saturday, February 2<sup>nd</sup> is International Ice Cream for Breakfast Day and Doc Burnsteins will be giving creamery tours.

15. **Staff Communications.** None.

16. **Adjournment.** Chair Bob Lund adjourned the meeting at 4:42 pm.