

**MINUTES
SPECIAL MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, APRIL 20, 2020, 3:30 PM
SOUTH COUNTY CHAMBERS OF COMMERCE BOARD ROOM
800 WEST BRANCH STREET, ARROYO GRANDE, CA**

In compliance with the State and County Shelter at Home Orders due to the coronavirus pandemic, and as allowed by the Governor's Executive Order N-29-20, which allows for a deviation of teleconference rules required by the Ralph M. Brown Act, this meeting was held by teleconference.

1. **Call to order.** The meeting was called to order at 4:08 pm due to technical issues.
2. **Roll call and flag salute.** Board members present via teleconference were Greg Steinberger, Vivian Krug, April Schirmer, and David Kastner. Board members Joseph Michael Scott and Fred Reed were absent.

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

3. **Public Comment.** None
4. **Review and Approve the FY 2019-20 Annual Report.** Verdin Marketing Account Manager Chelsea Modlin presented the Annual Report. She stated TOT increased year-over-year from 2018/2019 to 2019/2020 (July through December totals) as a result of their marketing efforts for Visit Arroyo Grande. Paid media was paused on March 12, 2020 due to the COVID-19 pandemic. Verdin Marketing is monitoring the situation daily to decide when to resume advertising. They are following recommendations from Visit California. Chelsea also stated the strategic planning process with Coraggio Group will finalize later this month after they have their fifth meeting. Mayor Caren Ray Russom asked how our Visit Arroyo Grande marketing will pivot after COVID-19. Chelsea stated they will be featuring wide, open spaces (that are uncrowded) in the next campaign to bring visitors back to Arroyo Grande. Verdin Marketing Partner Ashlee Akers stated road trips and in-state travel will be the focus for Visit SLO CAL and Visit California marketing in the future. Fly markets will be less important. Chamber CEO/President Jocelyn Brennan commented that Hampton Inn is closed temporarily due to the lack of tourism. She also suggested hosting all lodging property owners at a reception that could include a presentation of the Annual Report.

Action: Board member Vivian Krug made a motion to approve the Annual Report. Board member Dave Kastner seconded the motion. Motion passed unanimously by roll call vote.

5. **Adjournment.** Meeting was adjourned at 4:45 pm.

Approved by Board on 04-27-2020