

**MINUTES  
REGULAR MEETING OF THE  
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD  
MONDAY, APRIL 27, 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 3:34 pm.
2. **Roll call and flag salute** Board members present via teleconference were Greg Steinberger, Vivian Krug, April Schirmer, David Kastner, and Joseph Michael Scott. Board member Fred Reed was absent.

City representatives present via teleconference: Deputy City Clerk Jessica Matson, Accounting Manager Nicole Valentine, 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. Visit SLO CAL staff present via teleconference: Partner Engagement Manager Ashley Mastako. Member of public present via teleconference: AirBnB operator J. Rocco Mercardante at 219 Miller Way in Arroyo Grande.

3. **Public Comment.** None.
4. **Approval of Minutes of the February 24, 2020 Regular Board Meeting and April 20, 2020 Special Board Meeting**

**Action:** Board member April Schirmer made a motion to approve the February 24, 2020 minutes. Board member Greg Steinberger seconded the motion. Motion passed unanimously by roll call vote. Board member Greg Steinberger made a motion to approve the April 20, 2020 minutes. Board member David Kastner seconded the motion. Motion passed unanimously by roll call vote.

5. **Receive and File the Financial Reports for the Periods Ending February 29, 2020 and March 31, 2020**

**Action:** Board member Joseph Michael Scott made a motion to receive and file the financials. Board member Greg Steinberger seconded the motion. Motion passed unanimously by roll call vote.

6. **Consider Cancellation of May 25, 2020 Regular Board Meeting due to Memorial Day Holiday and Consider Scheduling a Special Meeting**

**Action:** Board member Joseph Michael Scott made a motion to cancel the May 25, 2020 regular Board meeting. Board member April Schirmer seconded the motion. Motion passed unanimously by roll call vote.

- 7. Consider Approval of Funding from the FY 2019-20 AGTBID Budget for an Amount Not to Exceed \$2,000 for the Showcase of Cities Display at the 2020 California Mid-State Fair July 22 to August 2, 2020** Chamber President/CEO Jocelyn Brennan suggested the TBID Board approve the \$2,000 in funding contingent on if the fair will resume due to COVID-19.

**Action:** Board member Greg Steinberger made a motion to approve funding in an amount not to exceed \$2,000. Board member Joseph Michael Scott seconded the motion. Motion passed unanimously by roll call vote.

- 8. Consider Approval of Funding from the FY 2019-20 AGTBID Budget for an Amount Not to Exceed \$10,000 for a Sponsorship of the 2020 Jazz Jubilee by the Sea October 23-25, 2020** The Board discussed the jazz festival and the AGTBID's request that the festival be more inclusive in its promotion to include more of Arroyo Grande. Board member David Kastner stated the SEO (search engine optimization) for Jazz Jubilee's website would be hurt if they change their URL from "pismojazzjubilee" to something more inclusive of other areas. Mayor Caren Ray Russom expressed opposition to the AGTBID funding this event. Board member David Kastner stated there will be a spillover benefit for restaurants due to this event. Verdin Account Manager Chelsea Modlin stated the \$10,000 in funding could instead be used to reach tourists virtually and pay for video assets. Board member Joseph Michael Scott stated we should sponsor Jazz Jubilee at a reduced amount. Board member David Kastner recommended giving them support of some substantial amount. Mayor Caren Ray Russom asked if we could condition the money so it is not released if the event is cancelled. She would like a contractual "out." Chamber President/CEO Jocelyn Brennan stated the sponsorship should have a time frame with it.

**Action:** Board member Joseph Michael Scott made a motion to continue the item to a future meeting after the Board and staff's questions are answered by the Jazz Jubilee organizers. Board member David Kastner seconded the motion. Motion passed unanimously by roll call vote.

- 9. Receive Monthly Marketing Update** Verdin Account Manager Chelsea Modlin shared the February and March marketing reports. Paid advertising stopped March 12, 2020 due to COVID-19. The year-over-year numbers for February are higher for this year than last year. Fresno and Bakersfield remain the top two cities reached. March stats show a significant decline due to COVID-19 and less advertising. March ads only ran from March 6-12. Chelsea stated there is a continued increase in Instagram engagement and less on Facebook. Social media boosts were also turned off on March 12. Verdin will be promoting Takeout Tuesday on Instagram to encourage locals to support Arroyo Grande restaurants. Verdin Marketing Partner Ashlee Akers stated the final version of the strategic plan is scheduled to be presented to City Council on May 26, 2020.

- 10. Consideration of Preliminary FY 2020-21 Budget for AGTBID** Chamber President/CEO Jocelyn Brennan presented the preliminary budget and stated that it is conservative. TOT for July through December 2020 is projected to be at 50% of last year. Due to COVID-19, TOT for January through June 2020 is projected to be at 75% of the year prior. She stated the AGTBID still has a healthy fund balance that can be used to set up the city and lodging properties for success after COVID-19. Board member David Kastner and Greg Steinberger stated they'd like to see more money in the budget for sponsorships to help with events. Mayor Caren Ray Russom stated the Board could adjust the budget categorically once the entire budget is approved. Board members David Kastner and April Schirmer stated they would like to see the budget increase to \$250,000 for more flexibility.

**Action:** Board member Vivian Krug made a motion to amend the budget adding \$7,500 to sponsorships for a total budget of \$250,000 and forward to City Council for approval. Board member Joseph Michael Scott seconded the motion. Motion passed unanimously by roll call vote.

**11. Consideration of Recommendation to Amend the Agreement with Verdin Marketing for Tourism Marketing Services**

**Action:** Board member David Kastner made a motion to extend the agreement with Verdin Marketing for two years and forward it to City Council for approval. Board member Vivian Krug seconded the motion. Motion passed unanimously by roll call vote.

**12. Board Member Communications** Board member Vivian Krug stated the South County Historical Society museums are closed and are working on providing virtual displays.

**13. Staff Communications** None.

**14. Adjournment.** Meeting was adjourned at 5:26 pm.

Approved by Board on 06-22-2020