

**MINUTES
REGULAR MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, JUNE 22, 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 3:33 pm.
2. **Roll call and flag salute.** Board members present via teleconference were Greg Steinberger, Vivian Krug, and April Schirmer. Board members Joseph Michael Scott and David Kastner were absent.

City representatives present via teleconference: Deputy City Clerk Jessica Matson, Acting City Manager Bill Robson, Mayor Caren Ray Russom, and Accounting Manager Nicole Valentine. 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. Members of the public present via teleconference: Basin Street Regulars Publicist Rhonda Cardinal and Arroyo Grande Village Summer Concert Series Manager Curtis Reinhardt.

3. **Public Comment.** None.

Chamber Marketing/Tourism Coordinator Holly Leighton introduced Basin Street Regulars Publicist Rhonda Cardinal and Arroyo Grande Village Summer Concert Series Manager Curtis Reinhardt.

4. **Approval of Minutes of the April 27, 2020 Regular Board Meeting and May 18, 2020 Special Board Meeting.**

Action: Board member Vivian Krug made a motion to approve the minutes of the April 27, 2020 regular Board meeting and May 18, 2020 special Board meeting. Board member April Schirmer seconded the motion. Motion passed unanimously by roll call vote.

5. **Receive and File the Financial Reports for the Periods Ending April 30, 2020 and May 31, 2020.** Board members Vivian Krug and April Schirmer recommended staff provide more explanation of the financials regarding TOT collection. Board member Greg Steinberger asked about TOT numbers for the month of April 2020 as compared to April 2019 since the impact of COVID-19 had not been fully realized yet in April 2020. Acting City Manager Robeson stated that staff would receive more information from Finance for the Board.

Action: Board member Greg Steinberger made a motion to receive and file the financial reports for the periods ending April 30, 2020 and May 31, 2020. Board member Vivian Krug seconded the motion. Motion passed unanimously by roll call vote.

6. **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.** Basin Street Regulars Publicist Rhonda Cardinal introduced herself as the festival director of Jazz Jubilee. She stated she is not sure how it will go this year due to the pandemic. Reduced attendance is expected with livestream options. The South County Regional Center is not available as a venue. The three livestream events have been successful. Badge sales are still happening and will be refunded if the

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Jazz Jubilee is cancelled. Arroyo Grande Village Summer Concert Series Manager Curtis Reinhardt stated there are other free concert activities planned in connection with the Jazz Jubilee. Rhonda stated she imagines a limited live audience at their Jazz Jubilee venues with a livestream component.

Board member Vivian Krug stated Harvest Festival has been cancelled. She suggested giving a lower amount of money with a written contingency that Basin Street Regulars will return the money if Jazz Jubilee is cancelled. Rhonda stated they will make their decision by August 1st. Board member April Schirmer stated she agrees with Board member Vivian Krug about providing a smaller amount of money that would be returned if the event is cancelled. Chamber President/CEO Jocelyn Brennan stated if Jazz Jubilee happens virtually, we cannot use TBID money legally since we can only donate money that brings "heads in beds." Rhonda stated she is hoping for a live audience. Board member Vivian Krug stated she would like to save this money for something that would be more impactful. Board members Greg Steinberger and April Schirmer agreed with Vivian. Board member April Schirmer suggested a \$2,000 donation with a contingency. Curtis stated the footprint of the festival might shrink just to Pismo Beach for this year since there will only be three venues. He suggested a \$5,000 grant that would roll into next year if not used this year.

Action: No motion was made; therefore, no action was taken on this item.

7. **Receive Monthly Marketing Update.** Verdin Account Manager Chelsea Modlin stated their reports will now include lodging information. All paid ads for Visit Arroyo Grande were turned off on March 12th due to the pandemic. The month of April is down 87% year over year which shows the importance of ads driving traffic to the Visit Arroyo Grande website. Arroyo Grande was the top city for April, and LA for May in regard to website traffic sourcing. There is a high increase in Facebook and Instagram usage since people appear to be using their phones more due to COVID. A lodging report was provided by Visit SLO CAL and presented by Verdin Partner & VP of Client Services Ashlee Akers. Visit SLO CAL created a dashboard with results from all their lodging reports. The top origin markets for travelers are Fresno and Visalia.
8. **Board Member Communications** Board member Vivian Krug commented on making updates to the South County Historical Society website.
9. **Staff Communications** Deputy City Clerk Jessica Matson commented that City Accounting Manager Nicole Valentine was on the phone to answer any TOT questions. Nicole commented on a mistake in the report and that actual numbers are 10% of what was originally reported regarding TOT. Some hotels have delayed reporting their numbers.
10. **Adjournment.** Meeting was adjourned at 4:29 pm.

Approved by Board on 07-27-2020