

**MINUTES**  
**REGULAR MEETING OF THE**  
**TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD**  
**MONDAY, AUGUST 23, 2021, 3:30 PM**  
**ARROYO GRANDE CITY HALL CONFERENCE ROOM BOARD ROOM**  
**300 EAST BRANCH STREET, ARROYO GRANDE**

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 3:32 p.m. by Board Chair Greg Steinberger.
2. **Roll call and flag salute.** Board members present via teleconference were Greg Steinberger, Vivian Krug, April Schirmer, and Sean Dasmann. Board member Yvette Eagles was absent.

City representatives present via teleconference: Mayor Caren Ray Russom, City Councilmember Lan George, City Manager Whitney McDonald, Administrative Services Director Nicole Valentine, and Director of Legislative & Information Services/City Clerk Jessica Matson. 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 Natalie Bovee. Visit SLO CAL representative present via teleconference: Partner Engagement Manager Ashley Mastako.

3. **Public Comment.** Visit SLO CAL Partner Engagement Manager Ashley Mastako gave a marketing update of tourism at the county level. Melissa Murray will fill in for Ashley Mastako while she is out on maternity leave.
4. **Approval of Minutes of the June 28, 2021 Regular Board Meeting**

**Action:** Board member Sean Dasmann made a motion to approve the minutes of the June 28, 2021 regular board meeting. Board member Greg Steinberger seconded the motion. Motion passed unanimously by roll call vote.

5. **Receive and File the Financial Reports for the Period Ending June 30, 2021**  
Administrative Services Director Nicole Valentine gave an overview of TOT revenue. She said TOT numbers are trending high. Since STVRs (short-term vacation rentals) can pay either quarterly or monthly, the quarter numbers are higher.

**Action:** Board member Greg Steinberger made a motion to approve the financial reports for the periods ending June 30, 2021. Board member April Schirmer seconded the motion. Motion passed unanimously by roll call vote.

6. **Consider Approval of Funding from the FY 2021-22 AGTBID Budget for an Amount Not to Exceed \$10,000 for Sponsorship of 2021 Christmas in the Village Event**  
Chamber President/CEO Jocelyn Brennan advised to ask City Council for approval since the money would come from the fund balance. The \$10,000 sponsorship/co-op dollars are already spent for this fiscal year.

**Action:** Board member Vivian Krug made a motion to recommend to City Council a sponsorship of \$5,000 for the sponsorship of the 2021 Christmas in the Village Event. Board member Greg Steinberger seconded the motion. Motion passed unanimously by roll call vote.

7. **Receive Monthly Marketing Update** Verdin Marketing Partner & VP of Client Services Ashlee Akers reviewed the 2021-2024 Strategic Plan. The Visit Arroyo Grande newsletter template has been refreshed. There was no paid media in July. The new benchmarks are high-value actions: click to call, request info, and sign up of the newsletter. July creative included a Sunset Magazine co-op through CCTC. Ashlee also shared the 2021-22 media plan. \$70,000 will be allocated to paid media.

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8. **Board Member Communications** Board member Greg Steinberger said the Harvest Festival is mostly cancelled. Board member Vivian Krug said the museums are not ready to open yet.
9. **Staff Communications** None
10. **Adjournment.** Meeting was adjourned at 4:33 pm.

Approved by Board on 10/25/2021