

MINUTES
REGULAR MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, OCTOBER 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 3:31 pm.
2. **Roll call and flag salute.** Board members present: David Kastner, Fred Reed, Greg Steinberger, Vivian Krug, and Chuck Fellows. Board members Joseph Michael Scott and April Schirmer were absent.

City representatives present: Mayor Caren Ray Russom and Deputy City Clerk Jessica Matson. Chamber staff present: President/CEO Jocelyn Brennan. Verdin Marketing staff present: Partner & VP of Client Services Ashlee Akers.

3. **Public Comment.** None
4. **Approval of Minutes of the September 23, 2019 Regular Board Meeting**

Action: Board member David Kastner made a motion to approve the minutes. Board member Fred Reed seconded the motion. Motion passed by voice vote with Board member Chuck Fellows abstaining due to his absence at the last meeting.

5. **Receive and file the Financial Report for the period ending September 30, 2019.** The Board reviewed the financials and discussed the estimated amounts. The Board requested an executive summary of budget code definitions be provided at a future meeting.

Action: Board Chair Greg Steinberger made a motion to receive and file the report. Board member Chuck Fellows seconded the motion. Motion passed unanimously by voice vote.

6. **Receive and file the Transient Occupancy Tax (TOT) Summary.** The Board reviewed the summary and asked about how assessments were calculated. The Board requested a representative from the Administrative Services Department attend the January Board meeting to answer questions.

Action: Board Chair Greg Steinberger made a motion to receive and file the summary. Board member Fred Reed seconded the motion. Motion passed unanimously by voice vote.

7. **Receive Monthly Update from Verdin Marketing.** Verdin's Partner & VP of Client Services Ashlee Akers shared the September social media and website reports for Visit Arroyo Grande. She stated website visitors are really high over the last year. Board member Vivian Krug recommended a photo board or frame in front of points of interest like the Swinging Bridge so visitors can share on social media. Mayor Ray Russom commented that she would bring the public installation idea to the Council. Chair Greg Steinberger asked how the online data translates to increased revenue. Ms. Akers commented that revenue is up 7% in Arroyo Grande over last

year while other cities are seeing a 1-1.5% increase. Board member Fred Reed commented that comparisons need to be made between hotels, homestays and vacation rentals. The Board requested a breakdown of Transient Occupancy Tax (TOT) be provided at a future Board meeting. Board member Fred Reed suggested that weddings be promoted more as that is a big opportunity in the area.

8. **Board Member Communications.** Board member David Kastner shared about the Clark Center's upcoming shows. Board member Vivian Krug commented that the Historical Society has had more weddings at the gazebo. She also shared that the annual garage sale would take place at the IOFF on November 2nd and 3rd and the Elegant Evening will take place in the Village on December 8th. Board member Fred Reed shared that the Agrarian Hotel has seen a lot of business over the last few months.

9. **Staff Communications.** Chamber CEO Jocelyn Brennan shared about the SLO Ultra and Jazz Jubilee events which the TBID sponsored. SLO Ultra did not appear to have a couple thousand as the organizers had planned. Mayor Ray Russom commented that the Jazz Jubilee advertisements did not include Arroyo Grande. Ms. Brennan commented that Halloween in the Village flyers were available for participating businesses. Ms. Brennan also shared that the Arroyo Grande Steering Committee will be brainstorming how to help businesses at their next meeting. Elegant Evening, Santa and lights in the Village, as well as the Christmas parade will still take place this year.

Deputy City Clerk Jessica Matson invited the Board to attend to the City Council Special Meeting and Workshop on October 29th regarding the water, wastewater, and storm water rate study.

10. **Adjournment.** Board Chair Greg Steinberger adjourned the meeting at 4:51 pm.