

**MINUTES  
REGULAR MEETING OF THE  
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD  
MONDAY, NOVEMBER 25, 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 3:35 pm.
2. **Roll call and flag salute.** Board members present: Vivian Krug, Joseph Michael Scott, Fred Reed, April Schirmer, and Chuck Fellows. Board members Greg Steinberger and David Kastner were absent.

City representatives present: Deputy City Clerk Jessica Matson and City Accounting Manager Nicole Valentine. Chamber staff present: President/CEO Jocelyn Brennan and Marketing/Tourism Coordinator Holly Leighton. Verdin Marketing staff present: Partner & VP of Client Services Ashlee Akers.

3. **Public Comment.** None
4. **Approval of Minutes of the October 28, 2019 Regular Board Meeting**

**Action:** Board member Chuck Fellows made a motion to approve the minutes. Board member April Schirmer seconded the motion, and the motion passed with Board member Joseph Michael Scott abstaining due to his absence at the last meeting.

5. **Receive and file the Financial Report for the period ending October 31, 2019.**  
Deputy City Clerk Jessica Matson presented copies of the TOT summary to the Board and introduced City Accounting Manager Nicole Valentine. Ms. Valentine answered questions from the Board and stated hotels pay TOT monthly and homestays and vacation rentals pay it monthly or quarterly. Chamber President/CEO Jocelyn Brennan stated 250 AirBnBs are noncompliant within the city. Jocelyn stated she will talk to City Manager Jim Bergman to see what the action plan is for pursuing Host Compliance. Deputy City Clerk Jessica Matson stated, pending Ms. Brennan's conversation with Mr. Bergman, the Board may be able to receive an update in January.

**Action:** Board member Joseph Michael Scott made a motion to receive and file the report. Board member Fred Reed seconded the motion. Motion passed unanimously by voice vote.

6. **Consider Cancellation of the December 23, 2019 Regular Board Meeting due to the Holiday.**

**Action:** Board member Joseph Michael Scott made a motion to cancel the December 23, 2019 meeting. Board member Vivian Krug seconded the motion. Motion passed unanimously by voice vote.

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7. **Receive Monthly Update from Verdin Marketing.** Verdin Partner & VP of Client Services Ashlee Akers shared the October social media and website reports for Visit Arroyo Grande. Ms. Akers stated there have been large increases in year-over-year comparisons between October 2019 and October 2018. Top cities are LA, San Diego, and San Francisco. Visit Arroyo Grande places most of their dollars in the LA market since there is new interest there. Ms. Akers offered to bring the media plan to the January TBID meeting. Board member Fred Reed asked why Visit Arroyo Grande doesn't target the Central Valley more. Board member Vivian Krug stated she would like to see the top cities ranked from 1-20. Board member Joseph Michael Scott stated he would like to see the source of how many people access Visit Arroyo Grande through Facebook versus an organic search on Google. Board member Fred Reed suggested all Arroyo Grande hotels add their e-mail addresses to the Visit Arroyo Grande e-newsletter. Ms. Akers stated she will create an email to hotel partners. Board member April Schirmer offered to e-mail her Vista Lago database. Board member Joseph Michael Scott stated Visit Arroyo Grande should have a YouTube channel.
8. **Board Member Communications.** Board member April Schirmer requested for parameters on the TBID sponsorships. Chamber President/CEO Jocelyn Brennan stated it is located on the Chamber's website.
9. **Staff Communications.** Chamber President/CEO Jocelyn Brennan mentioned the Christmas parade and Elegant Christmas in the Village. She also invited everyone to attend the Village Steering Committee meeting on the third Thursday of the month at 8 a.m.
10. **Adjournment.** Meeting was adjourned at 4:16 pm.

Approved by Board on 01-27-2020