



**AGENDA SUMMARY  
TOURISM BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD MEETING  
MONDAY, APRIL 26, 2021  
3:30 P.M.**

**South County Chambers of Commerce Board Room  
South County Regional Center  
800 W. Branch Street, Arroyo Grande**

In compliance with the State and County Shelter at Home Orders, and pursuant to the Governor's Executive Order N-29-20, which allows for a deviation of teleconference rules required by the Ralph M. Brown Act, AGTBID meetings will be held by teleconference only until further notice. Members of the public may view and provide public comment during the meeting by joining the Zoom meeting at <https://us02web.zoom.us/j/89261896631> or enter meeting ID: (892 6189 6631).

1. **Call to Order**
2. **Roll Call and Flag Salute**
3. **Public Comment**
4. **Approval of Minutes of the March 22, 2021 Regular Board Meeting**

**Recommendation:** Review and approve minutes of March 22, 2021 regular board meeting.

Documents:

[TBID 2021-04-26\\_Item 4 Approval of Minutes\\_03-22-21.pdf](#)

5. **Receive and File the Financial Reports for the Period Ending February 28, 2021**

**Recommendation:** Receive and file the financial reports for period ending February 28, 2021.

Documents:

[TBID 2021-04-26\\_Item 5 Financial Report Ending Feb 2021.pdf](#)

6. **Consideration of Preliminary FY 2021-22 Budget for AGTBID**

**Recommendation:** Review the preliminary FY 2021-22 Budget for AGTBID and forward a recommendation to the City Council for final approval.

Documents:

**7. Consideration of a Letter of Support for SB 555 from the AGTBID Board**

**Recommendation:** Draft a letter of support for SB 555 and forward it to City Council with a recommendation for approval.

Documents:

[TBID 2021-04-26\\_Item 7 Letter of Support for SB 555.pdf](#)

**8. Receive Monthly Marketing Update**

**Recommendation:** Receive the monthly marketing update from Verdin Marketing for the month of March 2021.

Documents:

[TBID 2021-04-26\\_Item 8 Monthly Marketing Update.pdf](#)

**9. Discuss an Evaluation Plan for Verdin Marketing**

**Recommendation:** Discuss ways to better evaluate how Verdin Marketing is performing in promoting Arroyo Grande as a tourism destination.

Documents:

[TBID 2021-04-26\\_Item 9 Evaluation Plan for Verdin.pdf](#)

**10. Board Member Communications**

**11. Staff Communications**

**12. Adjournment**

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