

**MINUTES**  
**REGULAR MEETING OF THE**  
**TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD**  
**MONDAY, JANUARY 25, 2021, 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 3:34 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 Yvette Eagles.

City representatives present via teleconference: Administrative Services Director Mike Stevens and Assistant City Manager/Public Works Director Bill Robeson. 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. 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. She said Visit SLO CAL is currently meeting with luxury travel agents and attending a GO West virtual conference in March regarding international travel. Wellness is the theme for promotion. January 2021 is Restaurant Month for Visit SLO CAL.
4. **Approval of Minutes of the October 26, 2020 Regular Board Meeting.**

**Action:** Board member Greg Steinberger made a motion to approve the minutes of the October 26, 2020 regular board meeting. Board member April Schirmer seconded the motion. Motion passed unanimously by roll call vote.

*Item 6 was heard next.*

6. **Consider Appointment of a AGTBID Board Member to Serve on the Arroyo Grande Community Service Grant Committee.** Board member Vivian Krug said she served last year but she represents the South County Historical Society. Board member Greg Steinberger said he can't serve since he wants to apply for a grant on behalf of Camp Arroyo Grande. Board member April Schirmer offered to serve on the Arroyo Grande Community Service Grant Committee.

**Action:** Board member Vivian Krug made a motion to appoint Board member April Schirmer to serve on the Arroyo Grande Community Service Grant Committee. Board member Greg Steinberger seconded the motion. Motion passed unanimously by roll call vote.

7. **Receive Monthly Marketing Update.** Partner & VP of Client Services Ashlee Akers presented on behalf of Verdin Marketing. Since the last AGTBID meeting on October 26, 2020, Verdin did a photo shoot for the "Relaxed Rachel" persona, featuring an older couple at Lake Lopez and "Family Fiona," a family photographed at Rutiz Farms and a local park. The messaging focuses on safety and outdoor experiences. Current videos include fishing and biking imagery, and every video ends with "explore safely" messaging. Visit Arroyo Grande website views dropped after the Stay at Home order started. The media plan went dark around the holidays. Los Angeles and San Francisco are the top two cities in visitation to this area. The email campaign for Visit Arroyo Grande will be reinstated soon. According to the November 2020 report from Visit SLO CAL, November occupancy is down 14% but the average daily rate is up 14%. Women ages 35-54 are the largest demographic reached on Facebook with Visit Arroyo Grande. Facebook engagement is up in reactions, comments, shares, and likes. We may expand

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Instagram stories to increase engagement. Our Instagram audience is primarily women ages 25-54. Chamber President/CEO Jocelyn Brennan asked that Verdin include money spent on social media boosts in their reports. Board member Vivian Krug asked if we could use TikTok and Board member Yvette Eagles suggested using LinkedIn. Ashlee said they will keep their eye on TikTok and look into Pinterest. The paid media plan ran October 1, 2020 through November 22, 2020. The results were 426,309 impressions. There were 255,729 people who watched the 15-second Visit Arroyo Grande videos all the way through. Board member Yvette Eagles asked to see the Verdin budget to see how much money is spent each month. She commented that people featured in the Visit Arroyo Grande videos were not wearing masks. Ashlee said the Visit AG landing page will have travel guidelines. She will talk to her team and come up with a roll-out plan for the new "Fresh" campaign that will run February through June 2021.

*The Board returned to Item 5.*

5. **Receive and File the Financial Reports for the Periods Ending September 30, 2020; October 31, 2020; and November 30, 2020.** Administrative Services Director Mike Stevens said the TBID budget is looking good for this fiscal year. He said October and November TOT numbers declined because of the off season. Chamber President/CEO Jocelyn Brennan asked if lodging properties are paying TOT in a timely manner, and Mike said yes.

**Action:** Board member Greg Steinberger made a motion to approve the financial reports for periods ending September 30, 2020; October 31, 2020; and November 30, 2020. Board member Yvette Eagles seconded the motion. Motion passed unanimously by roll call vote.

8. **Board Member Communications** Board member Yvette Eagles introduced herself. Board member Vivian Krug said the South County Historical Society museums are still closed. Membership is down.
9. **Staff Communications** Chamber President/CEO Jocelyn Brennan gave an Elegant Christmas update and mentioned that the brand toolkit for Arroyo Grande businesses was recently sent out via email.
10. **Adjournment.** Meeting was adjourned at 4:43 pm.

Approved by Board on 02-22-21