

MINUTES
REGULAR MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, OCTOBER 26, 2020, 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 3:30 p.m.
2. **Roll call and flag salute** Board members present via teleconference were Greg Steinberger, Vivian Krug, David Kastner, and April Schirmer. Board member Joseph Michael Scott resigned on October 24, 2020 via email because he is moving out of state.

City representatives present via teleconference: Mayor Caren Ray Russom, Administrative Services Director Mike Stevens, Assistant City Manager/Public Works Director Bill Robeson, and Deputy 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. Visit SLO CAL representative present via teleconference: Partner Engagement Manager Ashley Mastako. Members of the public present via teleconference: Lynette Sonne, founder of FARMstead ED which represents San Luis Obispo County agritourism and Yvette Eagles, Development Manager of The Clark Center for the Performing Arts.

3. **Public Comment** Yvette Eagles, Development Manager of The Clark Center for the Performing Arts, introduced herself. Visit SLO CAL Partner Engagement Manager Ashley Mastako gave a marketing update of tourism at the county level. She said Visit SLO CAL is focusing on seasonal travel and Fido-friendly travel. Lynette Sonne, founder of FARMstead ED, introduced herself. She said they create custom, private tours and workshops. Hot commodities include pumpkins, olives, and apples. They have maps for hospitality employees to share. The 2021 Farm Trail Map will be publishing soon. Board members Vivian Krug and Greg Steinberger said it was great info. Board member David Kastner said it is a perfect tourism draw.

4. **Approval of Minutes of the September 28, 2020 Regular Board Meeting**

Action: Board member David Kastner made a motion to approve the minutes of the September 28, 2020 regular board meeting. Board member Greg Steinberger seconded the motion. Board member April Schirmer abstained from the vote since she was absent at the last meeting. Motion passed unanimously by roll call vote.

5. **Receive and File the Financial Reports for the Period Ending August 31, 2020** Administrative Services Director Mike Stevens explained the three slides in the financial reports. He said numbers are trending upwards from the previous month although July and August 2020 are lower than 2019 in TOT. He discussed July and August financials. Board member Greg Steinberger thanked Mike for making the reports easier to understand. Board member Vivian Krug said the numbers look good despite COVID.

Action: Board member April Schirmer made a motion to receive and file the financial reports for the periods ending August 31, 2020. Board member Vivian Krug seconded the motion. Motion passed unanimously by roll call vote.

6. **Consider Cancellation of the November 23, 2020 and December 28, 2020 Regular Board Meetings Due to the Holidays**

Action: Board member Vivian Krug made a motion to cancel the regular Board meetings on November 23, 2020 and December 28, 2020. Board member April Schirmer seconded the motion. Motion passed unanimously by roll call vote.

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- 7. Receive Monthly Marketing Update** Partner & VP of Client Services Ashlee Akers presented on behalf of Verdin Marketing. September 1, 2020 was the beginning of paid advertising since March 12. The top cities are LA and Bakersfield for drive traffic (website traffic). We are currently getting traffic from outside of SLO County. The Pismo Lighthouse Suites is still sending us online referrals. The lodging report from Visit SLO CAL shows occupancy in Five Cities (Arroyo Grande and Grover Beach) is 73% in August. Only 9.7% of the share of visitor arrivals into SLO County came to Arroyo Grande and Grover Beach. Instagram numbers are down because people are looking at Instagram stories and not scrolling down to look at content in the feed. Engagement is down for this reason. Outdoor experiences are the number one driver for travel. Board member Vivian Krug asked to see the 15-second videos used in the programmatic ads. Ashlee said she will share those with the Chamber to pass on to the Board.
- 8. Board Member Communications** Board member David Kastner shared some Clark Center events. Board member Vivian Krug said the South County Historical Society museums are still closed. Their next board meeting will discuss opening. New board members will be voted by mail.
- 9. Staff Communications** Mayor Caren Ray Russom thanked everyone for serving on the TBID Board. Chamber President/CEO Jocelyn Brennan gave an Elegant Christmas update and mentioned the City of Arroyo Grande helped fund the lights this year.
- 10. Adjournment.** Meeting was adjourned at 4:21 pm.

Approved by Board on _____