



MEMORANDUM

TO: CITY COUNCIL

FROM: ROBERT MCFALL, INTERIM CITY MANAGER

**SUBJECT: CONSIDERATION OF APPOINTMENT TO ARROYO GRANDE
TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD**

DATE: NOVEMBER 22, 2016

RECOMMENDATION:

It is recommended the City Council appoint David Kastner to the Arroyo Grande Tourism Business Improvement District (AGTBID) Advisory Board.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

There is no financial or staffing impact from the recommended action.

BACKGROUND:

At the February 26, 2013 meeting, the City Council adopted a Resolution establishing the AGTBID Advisory Board. The Resolution set forth that the AGTBID Advisory Board shall consist of three to seven members, 2/3rds of which shall be representatives of local lodging businesses. At the May 14, 2013 meeting, the City Council made the original appointments to the AGTBID Advisory Board. The appointments included three members, all of which were representatives of local lodging businesses.

ANALYSIS OF ISSUES:

Previous Advisory Board Member Mike Panchal, from the Aloha Inn, resigned in approximately March of 2016. However, Mr. Panchal was considering re-applying for the position, thus causing the delay in appointing a replacement. However, at this time it is recommended that David Kastner be appointed as a replacement for the vacant position. Mr. Kastner is the Marketing Coordinator for the Clark Center, previously was a local retailer for six years, an employee at "Visit San Luis Obispo County" for nine years and served for two years on the AG Chamber of Commerce Tourism Committee. Mr. Kastner also served five years as a freelance consultant on digital marketing in the tourism industry.

While it has been customary that the three members of the AGTBID all represent lodging businesses, the Resolution establishing the AGTBID indicates the following:

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3. The City Council shall appoint the AGTBID Advisory Board, which shall consist of a minimum of three (3) but not more than seven (7) members, 2/3rds of which shall be owners of lodging businesses and/or appointed representatives of the owners of lodging businesses from within the Arroyo Grande Tourism Business Improvement District.

While Mr. Kastner is not an owner of a lodging business, his appointment would be consistent with the 2/3rds requirement as the remaining two board members are lodging business owners or appointed representatives of the lodging business owners. In addition, Mr. Kastner's experience would make him an asset to the Advisory Board.

ALTERNATIVES:

The following alternatives are provided for the Council's consideration:

- Appoint David Kastner to the AGTBID;
- Do not appoint David Kastner to the AGTBID and solicit interest from other applicants; or
- Provide direction to staff.

ADVANTAGES:

Approval of the appointment will fill a vacancy and provide for a full AGTBID Advisory Board.

DISADVANTAGES:

No disadvantages have been identified.

ENVIRONMENTAL REVIEW:

No environmental review is required for this item.

PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted in front of City Hall and on the City's website in accordance with Government Code Section 54954.2.

Attachment:

1. Application – David Kastner

CITY OF ARROYO GRANDE

"List of Citizens to Serve"
300 East Branch Street
Arroyo Grande, CA 93420

Application to Board, Committee, or Commission

PLEASE PLACE A CHECK MARK NEXT TO THE BOARD/COMMITTEE/COMMISSION FOR WHICH YOU WOULD LIKE TO APPLY (You may make more than one selection):

- | | |
|--|---|
| <input type="checkbox"/> Planning Commission | <input type="checkbox"/> Architectural Review Committee |
| <input type="checkbox"/> Parks and Recreation Commission | <input type="checkbox"/> Historical Resources Committee |
| <input type="checkbox"/> Traffic Commission | <input type="checkbox"/> Special Subcommittees |
| <input type="checkbox"/> Downtown Parking Advisory Board | <input checked="" type="checkbox"/> Tourism Bd |

Date of Application Oct. 27, 2016

Name Kastner, David
Last First

Home Address _____

Home or Cell Phone _____ Business Phone _____

E-mail address (Optional) dave@clarkcenter.org

Do you reside within the City limits of Arroyo Grande? Yes _____ No XX

Are you a registered voter? Yes XX No _____

Occupation Marketing Coordinator

Employer Clark Center

Education (Include professional or vocational licenses or certificates) BA, Michigan State University
MIM, American Graduate School of International Management

Community involvement (List organization memberships and committee assignments) _____
Board Member, Central Coast Shakespeare Festival; Leadership SLO (Class of 2012),
Member, Arroyo Grande Chamber of Commerce Tourism Advisory Committee

Please describe any background, training, education or interests that qualify you as an appointee _____
6 years as a local retailer, Employee for 9 years at "Visit San Luis Obispo County" (current name)
2 years on AG Chamber of Commerce Tourism Advisory Committee
5 years Freelance consultant on digital marketing in tourism industry

(Please attach additional pages if necessary)

(PLEASE COMPLETE THE REVERSE SIDE OF THIS FORM)

What do you see as the objectives and goals of the advisory board, committee or commission for which you are applying? Increase tourism to Arroyo Grande, thus helping local hotels, restaurants, wineries etc.
Increase TOT and BID funds for city of Arroyo Grande

Please list three (3) Arroyo Grande references. PLEASE OBTAIN PERMISSION FROM INDIVIDUALS BEFORE LISTING THEM AS A REFERENCE.

Name: Judith Bean (AG Chamber) Address: _____ Phone: _____
Name: Connie O'Henley (Clark Center) Address: _____ Phone: _____
Name: Rick Pierce (resident) Address: _____ Phone: _____

Current meeting schedules are indicated below:

- Planning Commission, 1st and 3rd Tuesday of each month, 6:00 p.m.
- Parks and Recreation Commission, 2nd Wednesday of each month, 6:30 p.m.
- Traffic Commission, Monday before the 3rd Tuesday of each month, 6:00 p.m.
- Downtown Parking Advisory Board, meets as needed
- Architectural Review Committee, 1st Monday at 2:30 p.m. and 3rd Monday at 3:30 p.m. each month
- Historical Resources Committee, 2nd Friday of each month, 10:00 a.m.

Are you willing to commit to the time necessary to fulfill the obligations of an appointment to a Board, Committee or Commission? Yes No

I hereby declare that the foregoing information is true and complete to the best of my knowledge and belief.

Applicant Signature Oct. 27, 2016

Date

Notice to Applicants:

1. Applicants appointed by the City Council are required to take an Oath of Office.
2. State law and the City's Conflict of Interest Code requires that Board Members, Committee Members, and Commissioners file Statements of Economic Interests (Form 700) upon assuming office, annually, and upon leaving an appointed office (e.g. sources of income, loans, gifts, investments, interests in real property within the City).
3. This application is a matter of public record and portions thereof are subject to disclosure pursuant to the California Public Records Act.
4. Applications will remain active and on file for one (1) year.

Please return completed Application to:

CITY CLERK'S OFFICE
300 East Branch Street
Arroyo Grande CA 93420

RECEIVED
OCT 27 2016
ARROYO GRANDE
CITY CLERK