



**AGENDA SUMMARY  
TOURISM BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD MEETING  
MONDAY, AUGUST 23, 2021  
3:30 P.M.**

**Please click the link below to join the Zoom Meeting:**

<https://us02web.zoom.us/j/85754096014>

**Webinar ID: 857 5409 6014**

*Given the recent increase in COVID-19 cases in San Luis Obispo County, and in compliance with 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 conducted by video/teleconferencing through Zoom until further notice.*

1. **Call to Order**
2. **Roll Call and Flag Salute**
3. **Public Comment**
4. **Approval of Minutes of the June 28, 2021 Regular Board Meeting**

**Recommendation:** Review and approve minutes of June 28, 2021 regular board meeting.

Documents:

[TBID 2021-08-23\\_Item 4 Approval of Minutes\\_06-28-21.pdf](#)

5. **Receive and File the Financial Reports for the Period Ending June 30, 2021**

**Recommendation:** Receive and file the financial report for period ending June 30, 2021.

Documents:

[TBID 2021-08-23\\_Item 5 Financial Report Ending Jun 2021.pdf](#)

6. **Consider Approval of Funding from the FY 2021-22 AGTBID Budget for an Amount Not to Exceed \$10,000 for Sponsorship of 2021 Christmas in the Village Event**

**Recommendation:** Review the sponsorship application from Arroyo Grande Village Events and consider approval of funds from the FY 2021-22 budget to sponsor Christmas in the Village for an amount not to exceed \$10,000.

Documents:

[TBID 2021-08-23\\_Item 6 Christmas in the Village Sponsorship\\_Redacted.pdf](#)

**7. Receive Monthly Marketing Update**

**Recommendation:** Receive the monthly marketing update from Verdin Marketing for the months of June and July.

Documents:

[TBID 2021-08-23\\_Item 7 Monthly Marketing Update.pdf](#)

**8. Board Member Communications**

**9. Staff Communications**

**10. Adjournment**

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