

MINUTES
REGULAR MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, FEBRUARY 22, 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 3:32 p.m. by Board Chair Greg Steinberger.
2. **Roll call and flag salute.** Board members present via teleconference were Greg Steinberger, April Schirmer, and Yvette Eagles. Board member Vivian Krug was absent.

City representatives present via teleconference: Mayor Caren Ray Russom, City Manager Whitney McDonald, Administrative Services Director Mike Stevens, Assistant City Manager/Public Works Director Bill Robeson, and Director of Legislative & Information Services/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 and Account Manager Natalie Bovee. Visit SLO CAL representative present via teleconference: Partner Engagement Manager Ashley Mastako. Members of the public present via teleconference: Agrarian Hotel General Manager Sean Dasmann, former TBID Board member Dave Kastner, and The Art of Living Coalition Founder Frankie Lee Slater.

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 celebrating Black History Month and focusing on women's history next month. Agrarian Hotel General Manager Sean Dasmann introduced himself. The Art of Living Coalition Founder Frankie Lee Slater introduced herself and her website artofliving.com. Former TBID Board member Dave Kastner gave an update on his retirement from the Clark Center for the Performing Arts.
4. **Approval of Minutes of the January 25, 2021 Regular Board Meeting**

Action: Chamber staff member Holly Leighton announced some amendments to the January 25th minutes from Board member Vivian Krug that were sent via email. Board member Greg Steinberger made a motion to approve the amended minutes of the January 25, 2021 regular board meeting with the changes from Vivian. Board member April Schirmer seconded the motion. Motion passed unanimously by roll call vote.

5. **Receive and File the Financial Reports for the Period Ending December 31, 2020** Administrative Services Director Mike Stevens said the purple tier and stay-at-home order affected TOT, but we are still doing better than the expected budget in regards to incoming revenue. Board member Greg Steinberger expressed appreciation for the improved financial graphs. Mayor Caren Ray Russom said her Airbnb did well in 2020 even with the shutdown.

Action: Board member Greg Steinberger made a motion to approve the financial reports for the period ending December 31, 2020. Board member April Schirmer seconded the motion. Motion passed unanimously by roll call vote.

6. **Receive Monthly Marketing Update** Partner & VP of Client Services Ashlee Akers introduced their new Account Manager Natalie Bovee. She said Natalie has hotel and destination experience and worked at Visit Santa Barbara. Ashlee gave the monthly marketing update. The Stay-at-Home order

Minutes: Arroyo Grande Tourism Business Improvement District Regular Board Meeting

Monday, February 22, 2021

Page 2

lifted January 24. The paid media campaign was turned back on in February. The top city for website traffic is L.A. Visit California is encouraging vacations within a 120-mile radius (staycation). The lodging report for December is not available. There were no boosted posts in January in order to save money for when we can encourage travel again. Boosted posts are the #1 way to get impressions and engagement on social media. Facebook demographics show their largest audience to be women 65+. Instagram followers are mainly women in the age range of 35 to 44. Paid media plan will run February through June and will be programmatic videos of the nature lover and family focused persona. Boosted posts will be in Fresno, Visalia, Bakersfield, and the Greater LA market. Two itineraries have been developed for the website. The enewsletter relaunched in February. Chamber President/CEO Jocelyn Brennan asked if we have extra budget for real video and not just "stop video." Ashlee confirmed we have leftover budget so new videos will not require extra money. Board member April Schirmer offered video footage from Mustang Waterpark and Vista Lago Adventure Park. Ashlee said they need raw footage that they can edit as needed. Two of the five goals of the strategic plan have been completed. Ashlee will include the strategic plan in the next board deck so we can see where we are at.

7. **Board Member Communications** The TBID Board members introduced themselves to the public attending the meeting.
8. **Staff Communications** Director of Legislative & Information Services/City Clerk Jessica Matson commented she is now back from maternity leave.
9. **Adjournment.** Meeting was adjourned at 4:24 pm.

Approved by Board on _____