

**MINUTES  
REGULAR MEETING OF THE  
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD  
MONDAY, APRIL 26, 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 3:31 p.m. by Board Vice Chair Vivian Krug.
2. **Roll call and flag salute.** Board members present via teleconference were April Schirmer, Vivian Krug, and Yvette Eagles.

City representatives present via teleconference: Mayor Caren Ray Russom, City Manager Whitney McDonald, City Councilmember Kristen Barneich, Accounting Manager Nicole Valentine, 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. Member of the public present via teleconference: Agrarian Hotel General Manager Sean Dasmann, Systems & Marketing Solutions CEO Joshua Erdman, and Arroyo Grande vacation rental operator Nick Meads.

3. **Public Comment.** Agrarian Hotel General Manager Sean Dasmann, Systems & Marketing Solutions CEO Joshua Erdman, and Arroyo Grande vacation rental operator Nick Meads introduced themselves. Visit SLO CAL Partner Engagement Manager Ashley Mastako gave a marketing update of tourism at the county level.

4. **Approval of Minutes of the March 22, 2021 Regular Board Meeting.**

**Action:** Board member April Schirmer made a motion to approve the minutes of the March 22, 2021 regular board meeting. Board member Yvette Eagles seconded the motion. Motion passed unanimously by roll call vote.

5. **Receive and File the Financial Reports for the Period Ending February 28, 2021.** Accounting Manager Nicole Valentine gave an overview of TOT revenue. Since the FY 2020-21 budget was conservative, revenues are higher than the amount budgeted and appropriation from the fund balance may not be needed.

**Action:** Board member April Schirmer made a motion to approve the financial reports for the period ending February 28, 2021. Board member Yvette Eagles seconded the motion. Motion passed unanimously by roll call vote.

6. **Consideration of Preliminary FY 2021-22 Budget for AGTBID.** Chamber President/CEO Jocelyn Brennan presented the preliminary budget. Partner & VP of Client Services Ashlee Akers said there will be about \$15,000 leftover from Verdin's FY 2020-21 budget that will go into the fund balance. City Manager Whitney McDonald said the City wants to create a full-time code enforcement position to handle vacation rental compliance. She asked for \$5,000 from the budget to pay for part of this position. Jocelyn recommended it be included in the budget under "services and supplies."

**Action:** Board member April Schirmer made a motion to approve the preliminary budget with an amendment to pull \$5,000 from the unspent marketing funds in the amount of \$15,000 to help pay for the code enforcement position. Board member Vivian Krug seconded the motion. Motion passed unanimously by roll call vote.

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7. **Consideration of a Letter of Support for SB 555 from the AGTBID Board.** Chamber President/CEO Jocelyn Brennan explained how SB 555 will increase TOT and TBID revenue so that unlicensed vacation rentals who use Airbnb and VRBO will be required to pay.

**Action:** Board member Vivian Krug made a motion to approve the letter of support. Board member Yvette Eagles seconded the motion. Motion passed unanimously by roll call vote.

8. **Receive Monthly Marketing Update.** Verdin Marketing Partner & VP of Client Services Ashlee Akers identified the initiatives of the strategic plan that Verdin has accomplished. TOT increased in 2019-2020 with the rebrand campaign. Verdin is currently creating a benchmark sheet to show how Visit Arroyo Grande compares to other travel destinations. The March enewsletter had a 22.3% open rate, and a 20% open rate is the goal. We could do a social media plan to grow our email subscribers. Instagram users are often watching stories and bypassing the feeds. Ashlee presented two creative theme options for Visit Arroyo Grande: Roam Free and Time Well Spent.
9. **Discuss an Evaluation Plan for Verdin Marketing.** Board member Vivian Krug recommended the item be continued to a future Board meeting since Board member Greg Steinberger is not present. Board member April Schirmer and Yvette Eagles agreed to add it to the next meeting's agenda.
10. **Board Member Communications.** Board member Vivian Krug asked about making updates to the museum hours on Visit Arroyo Grande's website. Board member Yvette Eagles said she is no longer with the Clark Center for the Performing Arts, but now works in advertising at KSBY.
11. **Staff Communications** Chamber Marketing/Tourism Coordinator Holly Leighton announced the Showcase of Cities display is cancelled for the Mid-State Fair this summer.
12. **Adjournment.** Meeting was adjourned at 5:11 pm.

Approved by Board on \_\_\_\_\_