

**MINUTES**  
**REGULAR MEETING OF THE**  
**TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD**  
**MONDAY, FEBRUARY 25, 2019, 3:30 PM**  
**SOUTH COUNTY CHAMBERS OF COMMERCE BOARD ROOM**  
**800 WEST BRANCH STREET, ARROYO GRANDE, CA**

1. **Call to order.** The meeting was called to order at 3:32 pm by Chair Bob Lund.
2. **Roll call and flag salute.** Board members present: Bob Lund, Joseph Michael Scott, Greg Steinberger, April Schirmer, David Kastner, and Vivian Krug. Board members Chuck Fellows and Troi Hoffman were absent.  
  
City representatives present: Deputy City Clerk Jessica Matson and Mayor Caren Ray Russom. Chamber staff present: President/CEO Jocelyn Brennan and Marketing & Tourism Coordinator Holly Leighton.
3. **Public Comment.** Linda Busek introduced herself as a new resident of Arroyo Grande and that she was interested in what the Board did.
4. **Approval of Minutes of the January 28, 2019 Regular Board Meeting.**  
  
**Action:** Board member David Kastner made a motion to approve the minutes. Board member Vivian Krug seconded the motion. Motion passed by voice vote with Board member Joseph Michael Scott abstaining due to absence at the last meeting.
5. **Receive and file the Financial Report for the period ending January 31, 2019.**  
  
**Action:** Board member David Kastner made a motion to receive and file the report. Board member Greg Steinberger seconded the motion. Motion passed unanimously by voice vote.
6. **Receive Monthly Marketing Update from Verdin Marketing.** Chamber CEO/President Jocelyn Brennan presented the monthly marketing update from Verdin Marketing on their behalf. Board member David Kastner proposed items for the upcoming social media calendar. Board member Vivian Krug suggested adding the logo filigree design to the Visit Arroyo Grande website for consistency in design. Board member April Schirmer requested that Mustang Waterpark and Vista Lago Adventure Park be added to the website and the recently demolished Arroyo Grande Motel taken off.
7. **Consider Approval of Funding from the FY 2018-19 AGTBID Budget for an Amount Not to Exceed \$10,000 for a Sponsorship of the Village Improvement Association's 2019 Christmas in the Village Event.**  
Chair Bob Lund stated expenses of the Village Improvement Association (VIA) are higher and funding is needed in order to continue their Christmas in the Village event. Chair Bob Lund declared a conflict of interest due to his position as Executive Director with the VIA and recused himself from the discussion and vote and left the room. Vice Chair Greg Steinberger presided over the meeting.

Board member Greg Steinberger stated the lights in the Village are unique compared to other cities in the county. Board member Vivian Krug stated Christmas in the Village helps the

Village merchants. Board member Joseph Michael Scott stated that a significant light show in the Village will help the new hotel. Board members Vivian Krug and David Kastner suggested a social media opportunity (photo op) in the Village. Mayor Caren Ray Russom stated signage may be a challenge unless it is a mobile photo op.

**Action:** Board member Vivian Krug made a motion to approve funding for an amount not to exceed \$10,000 for a sponsorship of the Village Improvement Association's 2019 Christmas in the Village event. Board member Joseph Michael Scott seconded the motion with Chair Bob Lund recusing himself. Motion passed unanimously by voice vote.

Chair Bob Lund returned to the meeting.

8. **Board Member Communications.** Board members David Kastner and Joseph Michael Scott stated the Board needs a sponsorship procedure so groups can properly approach the AGTBID Board when requesting funding. Chamber President/CEO Jocelyn Brennan stated she would draft a sponsorship procedure and bring back to the Board for consideration.

Board member David Kastner stated there are a lot of events coming up at the Clark Center. Chair Bob Lund commented on the resignation of the new VIA Executive Director due to family health concerns, and that they have more candidates to review. Board member Vivian Krug commented that the South County Historical Society Antique Show and Sale was a success and raised \$10,000.

9. **Staff Communications.** Deputy City Clerk Jessica Matson commented on the City's Ethics training which would be held Thursday evening, February 28<sup>th</sup> and reminded the Board members to attend or complete the training online. Jessica also reminded the Board members that Form 700s are due April 1<sup>st</sup>. Chamber President/CEO Jocelyn Brennan commented that Tracy Frost is the general manager of the Agrarian Hotel and may apply to be on the AGTBID Board. Jocelyn commented that Board member Troi Hoffman wants to resign and is trying to get her general manager at Best Western Casa Grande Inn to apply for a seat on the Board. Jocelyn also discussed Visit SLO CAL's survey regarding their destination management study.

10. **Adjournment.** Chair Bob Lund adjourned the meeting at 4:12 pm.

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