

**MINUTES
SPECIAL MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, MAY 18, 2020, 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 3:37 pm.
2. **Roll call and flag salute.** Board members present via teleconference were Vivian Krug, April Schirmer, and David Kastner. Board members Joseph Michael Scott and Greg Steinberger were absent.

City representatives present via teleconference: Deputy City Clerk Jessica Matson, Acting City Manager Bill Robson, and Mayor Caren Ray Russom. 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 Chelsea Modlin. Coraggio Group staff present via teleconference: Associate Principal Colin Stoetzel and Associate Principal Beau Bennett.

3. **Public Comment.** None.
4. **Review and Approve the 2021-2024 Strategic Plan for Arroyo Grande.** Coraggio Group Associate Principal Colin Stoetzel presented the Strategic Plan. He discussed the strategic priorities/opportunities and the tourism threats. He stated the strongest tourism offerings for Arroyo Grande are food and wine as well as outdoor/recreational opportunities. Coraggio Group Associate Principal Beau Bennett stated the one-page strategic plan should be used as a guide for all future TBID meetings. Chamber President/CEO Jocelyn Brennan stated the Chamber will work with Verdin Marketing to develop a campaign for drive markets. Board member David Kastner asked Verdin Marketing to be careful with social media messaging for Visit Arroyo Grande so that tourists still feel welcome when they return to the area when it is safe to travel.

Action: Board member David Kastner made a motion to approve the Strategic Plan. Board member April Schirmer seconded the motion. Motion passed unanimously by roll call vote.

5. **Adjournment.** Meeting was adjourned at 4:37 pm.

Approved by Board on 06-22-2020