

**MINUTES
REGULAR MEETING OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
MONDAY, MARCH 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, Chuck Fellows, Greg Steinberger, April Schirmer, and Vivian Krug. Board members Joseph Michael Scott and David Kastner were absent.

City representatives present: Deputy City Clerk Jessica Matson, Mayor Caren Ray Russom, and City Manager Jim Bergman. Chamber staff present: Marketing & Tourism Coordinator Holly Leighton. Verdin Marketing staff present: Account Manager Chelsea Modlin.

3. **Public Comment.** None.
4. **Approval of Minutes of the February 25, 2019 Regular Board Meeting.**

Action: Board member Vivian Krug made a motion to approve the minutes. Board member April Schirmer seconded the motion. Motion passed unanimously by voice vote.

5. **Receive and file the Financial Report for the period ending February 28, 2019.**

Action: Board member Chuck Fellows made a motion to receive and file the report. Board member April Schirmer seconded the motion. Motion passed unanimously by voice vote.

6. **Receive Monthly Marketing Update from Verdin Marketing.** Verdin Account Manager Chelsea Modlin presented the monthly marketing update. The Visit Arroyo Grande website has a 400% increase in traffic over the past year. Visit Arroyo Grande digital ads target the three key personas identified by Verdin in the Bay Area, Los Angeles, and the Valley regions. The primary Instagram audience is women under the age of 45. The SLO CAL FAM (familiarization) tour will be hosting journalists at Ember Restaurant in Arroyo Grande on April 12. The photo shoot for the third persona, "On-the-go Eric," will be scheduled soon and will likely be at Lopez Lake. This campaign will target the persona in the Bay Area and not Los Angeles. The Visit Arroyo Grande e-newsletter has a very high open rate of 31.2%. Mayor Ray Russom requested Verdin add all Arroyo Grande City Council members to the e-newsletter distribution list. Account Manager Chelsea stated Verdin added 29 events to the Visit Arroyo Grande website, revamped the events calendar, and enhanced the content. Mayor Ray Russom stated the website is very slow. Account Manager Chelsea addressed website issues and will be suggesting an overhaul of the website for the FY 2019-2020 budget. The current updates to the website include aesthetics but not a complete overhaul, which is outside the scope of work and budget of the FY 2018-2019 budget.

7. **Review and Approve the 2018-2019 Annual Report.** Verdin Account Manager Chelsea Modlin presented the Annual Report. Board member Bob Lund requested the "Ready-to-Relax Rachel" persona campaign feature Arroyo Grande wineries instead of Edna Valley wineries. Mayor Caren Ray Russom suggested promoting Lopez Lake as a windsurfing destination. Board member April Schirmer offered photos of destination weddings at Camp

French near Lopez Lake to Verdin for use in their marketing. Board member Bob Lund suggested Verdin visit Camp French since it is an “up-and-coming” venue. Board member Greg Steinberger requested the Sconos name be removed from the Report cover photo since that restaurant is no longer in the Village.

Action: Board member Chuck Fellows made a motion to approve the Annual Report as amended. Board member April Schirmer seconded the motion. Motion passed unanimously by voice vote.

8. **Consider Approval of the AGTBID Tourism Event Sponsorship Procedure.** The Board members reviewed the draft procedures and application and suggested adding the name of the organization to the application as well as a brief description and history, length of service, mission, and whether or not the organization is non-profit.

Action: Board member Vivian Krug made a motion to approve the AGTBID Tourism Event Sponsorship Procedure as amended. Board member Greg Steinberger seconded the motion. Motion passed unanimously by voice vote.

9. **Board Member Communications.** None

10. **Staff Communications.** None

11. **Adjournment.** Chair Bob Lund adjourned the meeting at 4:18 pm.

Approved by Board on 04-22-2019