

CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT COMMITTEE
MINUTES – THURSDAY, JULY 15, 2010

MEMBERS PRESENT: KAREN BIAGGINI, JOAN SOLU, NICK MENDOZA,
MICHELE JACQUEZ, PETER CANDELA, JAYNE BEHMAN,
JOHN MEYERS

MEMBERS ABSENT: NONE

STAFF PRESENT: ANDREA LUEKER, CITY MANAGER

OTHERS PRESENT: JOHN SORGENFREI

I. CALL TO ORDER

The meeting was called to order at 10:00 a.m. by Chair Solu.

II. PUBLIC COMMENT PERIOD

Janice Peters, Mayor, introduced herself as the City Council liaison to the Tourism Business Improvement District Advisory Board.

Jeff Eckles, President of the Morro Bay 4th provided a brief report on the financials of the 4th of July event. He gave a brief report stating collections were \$41,000; expenses were \$30,000 leaving \$10,000 for seed money for next year; he said a formal written report will be presented in the future.

Tyson Stockton introduced himself and announced his study about residents and their feelings towards tourism.

Steven Nukes discussed the idea of a scenic loop.

John Summer of the VCB thanked the Board in advance for funding.

Bill Yates, Steve Mathieu and Hunter Kilpatrick provided a presentation and request for funding for the Harbor Festival.

Mitch Paskin of White Heron Sangha asked about the possibility of packaging hotel stays with their event.

Christine Rodgers of Energy Watch spoke about the program they offered including the Direct Install Program for businesses and residential energy saving. She provided the phone number of 610-205-3682 for those interested.

III. BOARD ANNOUNCEMENTS

Jayne Behman indicated the 4th of July event was spectacular. She also thanked Joan for staffing the booth for the entire day.

Member Candela announced the Chamber mixer for July 15th at the Antique Emporium, Rock to Pier run on July 17th, the spotting of blue whales off the coast, Lost Isle Adventures beginning their tour on the sand spit and oyster tours and filming of the State Parks.

Member Meyers suggested using Tidelands Trust “accumulation” funds to “spruce up” the Embarcadero prior to the Savor and Harbor Festival events.

IV. APPROVAL OF MINUTES

MOTION: Member Jacquez moved the Board approve the minutes for the June 17, 2010 regular meeting and the June 17, 2010 Joint Community Promotions Committee/Tourism Business Improvement District Advisory Board and the Special Meeting on June 24, 2010. The motion was seconded by Member Mendoza and carried unanimously. (7-0)

V. MONTHLY REPORTS

F) Trade Show Sub-Committee

MOTION: Member Jacquez moved the Board move the Trade Show Sub-Committee report to the top of the Monthly Report section. The motion was seconded by Member Behman and carried unanimously. (7-0)

Joan indicated that four events will be pushed during the Savor event including the Harbor Festival, Kite Festival, Music Festival and Tall Ships.

Josh Heiser and Steve Burns thanked the Board and others for their support of the event. They reviewed the events of the weekend. They also indicated that Savor is a 21+ event and Savor officials are directing families to the Morro Bay Harbor Festival for optional activities.

A) Review of Transient Occupancy Report

Member Biaggini asked that more notes be provided on the transient occupancy tax report for further clarification. Also Staff Lueker indicated she would watch the June meeting and bring back the information requested between the relationship between the transient occupancy tax and sales tax.

B) TJA Advertising Agency Report

John Sorgenfrei discussed Tyson Stockton, a graduate student at Cal Poly working on a thesis on how Morro Bay residents perceive tourism. John stated he would send the overview of the project to the Board members.

Rick Turton provided a report on website statistics.

John announced visits on the website were up for June, he further reviewed the specific statistics. John also indicated that according to the web stats, site visits came from Los Angeles, Fresno, San Francisco, Bakersfield and San Jose in order of popularity.

John also reviewed the Jackrabbit Reservation System and as a result there has been a decrease in visits to the lodging guide on the website, but made up by 1500 visiting the Jackrabbit Site.

John reported that 805-Living will be doing a press tour with a story on dining in September. The Tourism Business Improvement District Advisory Board will be looking at their budget and looking at coop advertising with other Business Improvement Districts.

John is working on the twinning or sister City with Gibraltar with a press release.

Chair Solu asked for a joint meeting with Creative and Web-Site Committees meeting with both the Community Promotions Committee and Tourism Business Improvement District Advisory Board.

C) Web-Site Sub-Committee - This sub-committee did not meet.

D) Hotel Packaging Sub-Committee Report - This sub-committee did not meet.

E) Creative Sub-Committee Report - This sub-committee did not meet.

G) Public Relations Sub-Committee - This sub-committee did not meet.

H) Tourism Business Improvement District Percentage Sub-Committee - This committee did not meet.

VI. UNFINISHED BUSINESS

A) Review of Inventory List for the "Give-Aways"

John reviewed how the "give away" program would work. He said he will be sending out another e-mail blast to acquire the "give aways" with specific information on sponsor opportunities.

VII. NEW BUSINESS

A) Discussion of the Fiscal Year 2010/11 Budget

John Sorgenfrei presented the budget proposal.

MOTION: Member Jacquez moved the Board approve the Fiscal Year 2010/11 Budget as presented. The motion was seconded by Member Biaggini and carried unanimously. (7-0)

B) Visitors and Conference Bureau Request for Funding for Fiscal Year 2010/11 - No was action taken on this item.

C) Presentation of Form for Groups to Use to Request Funding
Chair Solu provided the handout with the form to complete for funding. This item is to be continued to the next meeting in August.

D) Discussion of Board Member Designations and Recommendation to the City Council

MOTION: Member Jacquez moved for this item to be discussed prior to Item #C. The motion was seconded by Member Mendoza and carried unanimously. (7-0)

The Board discussed the member designations.

MOTION: Member Jacquez moved the Hoteliers shall be designated as follows:
The number of rooms is cumulative with:

- One 22 or less
- One 50 or more
- Two hoteliers at large

The motion was seconded by Member Biaggini and carried unanimously. (7-0)

VIII. DECLARATION OF FUTURE AGENDA ITEMS

Discussion of Scenic Loop Concept (August)

Designation of a VCB Representative (August)

Consideration of Funding for the Morro Bay Harbor Festival (August)

Review of Form for Groups to Use to Request Funding (August-unfinished business)

IX. ADJOURNMENT - The meeting was adjourned at 12:44 p.m.,

MOTION: Member Jacquez moved the meeting be adjourned. The motion was seconded by Member Mendoza and carried unanimously. (7-0)