

CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT COMMITTEE
MINUTES – THURSDAY, AUGUST 19, 2010

MEMBERS PRESENT: KAREN BIAGGINI, NICK MENDOZA, JAYNE BEHMAN,
MICHELE JACQUEZ, DON DOUBLEDEE, JOHN MEYERS

MEMBERS ABSENT: JOAN SOLU

STAFF PRESENT: ANDREA LUEKER, CITY MANAGER

OTHERS PRESENT: JOHN SORGENFREI

I. CALL TO ORDER

The meeting was called to order at 10:08 a.m. by Vice Chair Jacquez.

II. PUBLIC COMMENT PERIOD

Janice Peters, Mayor, City Council liaison to the Tourism Business Improvement District Board discussed the Embarcadero “spruce-up”, stating staff is moving forward on that list. Mayor Peters also talked about the Distracted Driving video that she presented at the Public Works Advisory Board meeting on August 18th; it is currently being shown on Channel 21.

III. BOARD ANNOUNCEMENTS

John Meyers appreciated moving ahead with the Embarcadero clean-up. He also felt that appointing an individual Council person to each Board/Commission was an excellent move.

Don Doubledee introduced himself as the new Interim CEO for the Chamber of Commerce.

Vice Chair Jacquez reported on the Visitors and Conference Bureau meeting held on August 18, 2010; the SAVOR event; staff training for hoteliers was available for the next several weeks; and, the Mid-State Fair participation was up 6.8%. She also discussed the newly-formed Business Improvement District (BID) Alliance, which is a new group formed with representation from each of the BID’s in the County to look at collaborative efforts.

IV. APPROVAL OF MINUTES

MOTION: Member Mendoza moved the Board approve the minutes of the July 15, 2010 regular meeting. The motion was seconded by Member Biaggini and carried unanimously. (6-0)

V. MONTHLY REPORTS

F) Trade Show Sub-Committee

The sub-committee met and went on an oyster tour. They are currently working on the booth for the SAVOR event.

A) Review of Transient Occupancy Report

Staff Lueker presented the report indicating that transient occupancy tax is again down from this time period last year. She also indicated that sales tax figures are available for the 1st quarter of 2010 and those numbers reflect an approximate 4% decrease with the same transient occupancy tax numbers as a 1.5% decrease.

B) TJA Advertising Agency Report

Rick Turton reviewed July visits on the website noting that Los Angeles surpassed the local hits including Fresno and Bakersfield. In terms of Jackrabbit Reservation System there were 5,600 click-throughs to the hotel reservation system.

He also discussed the “specials and deals” section of the website, putting current specials that hotels are offering. He also reviewed the “plan a trip” section, and reviewed the new “3-day stay” section with a 3-day planned itinerary.

Mr. Sorgenfrei reiterated the need to trim the bushes in front of the billboard on Highway 1. Don Doubledee was to follow-up on this issue.

The Gibraltar press release has been sent out, also the latest e-newsletter that covers upcoming events.

Rick Turton presented the new concept for a flash movie for the homepage as the current one is slow to load on some computers.

Board member Behman brought up the idea of touting Morro Bay as pet-friendly; John Sorgenfrei will follow through with adding a pet-friendly icon. Also raised by Board members Biaggini and Behman is the inability of Jackrabbit to sweep their reservations systems. John Sorgenfrei will e-mail hoteliers to ask about their experience with Jackrabbit.

C) Web-Site Sub-Committee

This sub-committee met and the information was covered above.

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

E) Creative Sub-Committee Report

This sub-committee did meet and discussed spring campaign efforts.

F) Public Relations Sub-Committee

This sub-committee did meet and is working with the Travel Writers, who are staying one night in Morro Bay on Wednesday, October 6th, oyster tour and dinner.

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

UNFINISHED BUSINESS

A) Review of Form for Groups to Use to Request Funding

The Board discussed the form.

MOTION: Member Behman moved the Board approve the form for groups to use to request funding. The motion was seconded by Member Mendoza and carried unanimously. (6-0)

VII. NEW BUSINESS

A) Presentation from Sports Productions, Inc. regarding a Hearst Castle to Morro Rock Marathon - No one was present for this item.

B) Discussion of Scenic Loop Concept

The Board had a brief discussion on this issue, no action was taken.

C) Designation of a VCB Representative

Staff Lueker indicated that she would continue to attend as the City's representative to the Visitors and Conference Bureau (VCB) meeting. Vice Chair Jacquez asked that the VCB Monthly Report be added to the monthly report section of the agenda.

D) Consideration of Funding for the Morro Bay Harbor Festival

Hunter Kilpatrick, Vice President of the Morro Bay Harbor Festival made a presentation requesting sponsorship dollars.

Vice Chair Jacquez read a letter from Chair Solu who was not in attendance.

John Sorgenfrei discussed what had occurred to date in terms of supporting the Harbor Festival in the form of advertising and marketing. Member Jacquez suggested having Harbor Festival information at the Savor booth including tickets and shuttle information.

The Board discussed the funding request.

MOTION: Member Behman moved the Board approve the use of up to \$5,000 for advertising to produce a commercial and printing of a poster. The motion failed for lack of a second.

MOTION: Member Biaggini moved the Board approve contributing \$5,000; \$4,000 to TJA for advertising, and \$1,000 for sponsorship of “green efforts” in the waste reduction efforts. The motion was seconded by Member Mendoza and carried with Member Behman voting no. (5-1)

VIII. DECLARATION OF FUTURE AGENDA ITEMS

Discussion regarding the Jackrabbit Reservation System and reservation issues.

IX. ADJOURNMENT

The meeting was adjourned at 12:16 p.m.