

CITY OF MORRO BAY  
TOURISM BUSINESS IMPROVEMENT DISTRICT COMMITTEE  
MINUTES – THURSDAY, JANUARY 20, 2011

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

MEMBERS ABSENT: NONE

STAFF PRESENT: ANDREA LUEKER, CITY MANAGER

OTHERS PRESENT: JOHN SORGENFREI

I. CALL TO ORDER

The meeting was called to order at 10:05 a.m. by Chair Solu.

II. PUBLIC COMMENT PERIOD

Chris Christenson introduced himself and indicated that Morro Bay 4<sup>th</sup> had supplied a Profit and Loss statement from last year as well as a request for funding for 2011. The funding request would be agendized under New Business for discussion at the February 2011 meeting.

Jenny Brantlee introduced herself, referred to her funding request to be discussed under New Business and reported she was available for questions.

III. BOARD ANNOUNCEMENTS

Craig Schmidt announced the Chamber Mixer was being held that evening at Modica Financial & Tax Consultants at 1052 Main Street from 5:30–7:00 p.m.

Chair Solu announced an event held by US Airways was scheduled for January 24<sup>th</sup> at Sycamore Mineral Springs. She asked that some of the TBID Board members attend, and that she will provide further information.

IV. APPROVAL OF MINUTES

MOTION: Member Jacquez moved the Board approve the minutes of the December 16, 2010 Board meeting. The motion was seconded by Member Mendoza and carried unanimously. (7-0)

(Chair Solu asked to move Item E ahead of the other items under New Business.)

MOTION: Member Jacquez moved the Board approve to hear Item E under New Business next on the agenda. The motion was seconded by Member Schmidt and carried unanimously. (7-0)

V. MONTHLY REPORTS

A) Trade Show Sub-Committee

This sub-committee did not meet; however, Visitors Center staff did attend a trade show in Northern California.

B) Review of Transient Occupancy Report

Chair Solu reviewed the transient occupancy tax numbers and indicated that the motel tax received was up as well as occupancy.

C) TJA Advertising Agency Report

John Sorgenfrei provided the co-op piece that has been approved as well as the new rack card and the e-newsletters that have been sent out in regard to hotel packaging. He also showed the advertisements that have been done in the last year including print, on-line and event ads. The Board members discussed the importance of sharing with local businesses and elected officials the advertising that has been done to date and funded by the TBID.

Rick Turton discussed the web statistics. He provided a calendar year-end review, which was distributed. He also indicated that there was currently a “pet-friendly” icon on the website.

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

E) Hotel Packaging Sub-Committee Report

This sub-committee did meet, and “packages” have been added to the website. Also discussed was a “Themed Visit” each month. The Committee is going to look at specific packages and bring back information in February.

F) Creative Sub-Committee Report

This sub-committee met, but there was no report.

G) Public Relations Sub-Committee

This sub-committee did meet and this item will be discussed under New Business.

H) Tourism Business Improvement District Percentage Sub-Committee

The sub-committee did meet and will be presenting their information under New Business.

I) Visitors and Conference Board Report/County Business Improvement District Report

The new Visitors and Conference Bureau marketing plan will be unveiled at the January 26, 2011 meeting.

County Business Improvement District Alliance – The co-op effort and VCB funding model was discussed. The VCB is also hosting a Tourism Workshop on January 26<sup>th</sup> at the Marriott in San Luis Obispo and attendance was encouraged.

J) Fulfillment Sub-Committee - The sub-committee did not meet.

VI. UNFINISHED BUSINESS – None.

VII. NEW BUSINESS

A) Discussion of the Trade Show Booth

This item was continued to February with a request for the Trade Show booth to be erected for the meeting.

B) Continued Discussion of the Visitors Center

The sub-committee provided a report on their recommendations on the Visitors Center.

MOTION: Member Jacquez moved the Board approve to send a memorandum to the City Council in regard to a revised version of the Visitors Center sub-committee report. The motion was seconded by Member Mendoza and carried with Member Schmidt abstaining. (6-0-1)

The Board also indicated they would like to have the exact language from the motion made at the 6-24-2010 meeting brought back for reconsideration at the February 2011 meeting.

C) Discussion of Linking morrobay.org in a Different Manner on the City's Website  
Staff discussed the issue and will meet with John Sorgenfrei and the City Attorney on this issue. The Board was favorable of putting a “Visitors” tab on the front page of the City’s website, similar to what other cities are doing.

D) Discussion of Request for Additional Funds for the FAM Trip by the County BID

MOTION: Member Jacquez moved the Board approve to provide an additional \$700 to the County Tourism Business Improvement District for the FAM Trip for additional costs. The motion was seconded by Member Meyers and carried unanimously. (7-0)

E) Review of Funding Requests

MOTION: Member Jacquez moved the Board continue discussion on the Morro Bay 4<sup>th</sup> funding request to the February meeting. The motion was seconded by Member Biaggini and carried unanimously. (7-0)

The Board began discussion on the funding request from Jenny Brantlee regarding dog-friendly events and brochures. The Board discussed incorporating more dog-friendly information on the existing fulfillment pieces.

MOTION: Member Biaggini moved the Board approve funding \$250 cash to go towards dog-friendly events and brochures. The motion was seconded by Member Mendoza and carried unanimously. (7-0)

VIII. DECLARATION OF FUTURE AGENDA ITEMS

Staff reviewed the following future agenda items:

- Funding Request from Morro Bay 4<sup>th</sup>
- Discussion on the Trade Show Booth
- Discussion of Specific Themed Packages
- Continued Discussion on Amendment to the Motion Made at the 6-24-10 Meeting

IX. ADJOURNMENT

The meeting was adjourned at 12:35 pm.