

CITY OF MORRO BAY SPECIAL JOINT MEETING

COMMUNITY PROMOTIONS COMMITTEE (CPC) MORRO BAY TOURISM AND BUSINESS IMPROVEMENT DISTRICT (TBID)

MINUTES - JUNE 16, 2011; 8:30 A.M.

CPC Members Present: Tracy Neil, Daniel Podesto, Susan Stewart, Ed Krovitz, Janice Peters, Amit Patel
CPC Member Absent: Bill Stafford
TBID Members Present: Karen Biaggini, Nick Mendoza, John Meyers, Michele Jacquez, Craig Schmidt, Jayne Behman, Joan Solu
Staff Present: Andrea Lueker, City Manager
Others Present: John Sorgenfrei, TJA Advertising
Maggie Cox and Shari Clark, Barnett Cox & Associates

I. CALL TO ORDER

The meeting was called to order at 8:30 a.m. by TBID Chair Joan Solu.

II. PUBLIC COMMENT PERIOD

Hunter Kilpatrick spoke regarding a merchants pavilion at the Harbor Festival and requested the CPC include that on the July agenda.

John Solu spoke regarding the importance of market share and the upcoming workshops.

Judy Salamancha thanked the TBID for their support of the Writers Conference.

Jeff Eckles of Morro Bay 4th thanked both the CPC and TBID for their support with the upcoming 4th of July event. He announced the 4th of July events will also include a Longboard Skateboard event, concert and dance party which is scheduled on July 3rd.

Dan Glesmann suggested hiring a sales professional to attract groups to Morro Bay.

III. BOARD/COMMITTEE ANNOUNCEMENTS

Craig Schmidt announced the Chamber Mixer will be held at the Achievement House at 5:30 p.m. this evening.

Nick Mendoza announced the Morro Bay High School Graduation is this evening.

Susan Stewart introduced Amit Patel as the newest member of the CPC. She also announced the Summer Solstice event at Morro Rock on Tuesday, June 21st with the Salinean Native American Tribe.

Ed Krovitz announced the Morro Bay K9 Walk-a-thon will be held on Saturday, June 18th to raise funds for a Police K9 officer.

Janice Peters announced Art in the Park will be held at City Park over the 4th of July weekend.

IV. PRESENTATION OF THE CAL POLY STUDY ON MORRO BAY RESIDENTS/TOURISM

John Sorgenfrei introduced Tyson Stockton, graduate student from Cal Poly to present his study on Morro Bay resident's attitudes towards and understanding of the importance of tourism in Morro Bay.

Tyson presented the procedure and results of the study, and said he would e-mail the report to the Board/Committee. The Board/Committee thanked Tyson for his efforts with this study.

V. TJA ADVERTISING AGENCY REPORT

Rick Turton reviewed the latest Google analytic numbers.

John Sorgenfrei discussed some of the latest marketing issues. He also indicated that the most time spent in the last month has been transition issues with Barnett Cox & Associates (BCA). He also indicated that his firm will be working with SAVOR. John indicated that the TBID would likely have \$27,000 remaining from this year.

John provided some closing comments, thanking numerous people, Ed Biaggini, former board members, former City Managers, City Attorneys and Mayors.

VI. DISCUSSION OF A DOWNTOWN BANNER CONCEPT

CPC Chair Stewart asked the CPC if there was support for her to move ahead in working on a Downtown Banner program, there was Committee consensus.

MOTION: Member Krovitz moved the Committee explore the possibilities of placing banners in the Downtown Business District; and, Chair Stewart will bring to the Committee details on the cost at the next meeting. The motion was seconded by Member Peters and carried unanimously. (6-0)

VII. DISCUSSION OF THE FORMAT FOR COMBINED CPC/TBID MEETINGS

The Board discussed the concept for a combined meeting and decided to experiment with beginning with the CPC meeting, then going into a joint meeting to hear similar reports, any shared items and the marketing information and then move into the TBID meeting. The joint meeting portion would be scheduled at 30-45 minutes.

MOTION: Member Peters moved the Committee approve of holding overlap meetings with the Tourism Business Improvement District Advisory Board for a six month period; and, the two Chair persons will work out the noticing requirements. The motion was seconded by Member Neil and carried unanimously. (6-0)

MOTION: Member Jacquez moved the Board approve of holding overlap meetings with the Community Promotions Committee for a six month period to discuss Marketing, Visitor Center, transient occupancy tax reports and any agenda items that may apply to both boards; and, the two Chair persons will work out the noticing requirements. The motion was seconded by Member Biaggini and carried unanimously. (7-0)

VIII. DISCUSSION ON PARTNERS/STAKEHOLDERS WORKSHOP FOR THE MARKETING PLAN

The Board/Committee discussed the workshop and determined that the Transition sub-committees from each group would meet with BCA and the City Manager to locate a facilitator and discuss the format of the workshop. The Board/Committee goal was to hold the workshop in July slated mid-July for the workshop

IX. BARNETT COX & ASSOCIATES DISCUSSION ON SHORT TERM MARKETING ISSUES TO ADDRESS

- A. Website – the Board/Committee agreed to put this item on a future agenda for discussion.
- B. Logo – the Board/Committee agreed to put this item on a future agenda for discussion.
- C. Slogan – the Board/Committee agreed to put this item on a future agenda for discussion.

BCA provided two different concepts for advertising for the Board/Committee to review.

The meeting adjourned at 10:45 a.m.