

# CITY OF MORRO BAY

## TOURISM BUSINESS IMPROVEMENT DISTRICT COMMITTEE

MINUTES – THURSDAY, AUGUST 9, 2012

MEMBERS PRESENT: KAREN BIAGGINI, JOAN SOLU, ALEX AMINI, NICK MENDOZA, MICHELE JACQUEZ, JAYNE BEHMAN

MEMBERS ABSENT: JOHN MEYERS

STAFF PRESENT: JAMIE BOUCHER, CITY CLERK

OTHERS PRESENT: SHARI CLARK, BCA  
HANK ROTH, CHAMBER OF COMMERCE

### I. CALL TO ORDER

The meeting was called to order at 9:00 a.m. by Chair Solu.

### II. PUBLIC COMMENT PERIOD

John Solu thanked TBID, the hotels, the RV parks and the vacation rentals as this was the first time ever to break the 2 million dollar mark in TOT receipts. He is hopeful the trend will continue.

Aaron Ochs feels that incentivizing through deals will bring more tourists into Morro Bay. It is working for those businesses who currently utilize this practice and feels more businesses should “get on the digital bandwagon”.

### III. BOARD ANNOUNCEMENTS

Vice Chair Jacquez publicly thanked the Morro Bay Recreation & Parks Department for their summer Kids Camp Program.

Chair Solu announced the beginning of school soon and advised drivers out there to look out for school children.

### IV. APPROVAL OF MINUTES

MOTION: Member Jacquez motioned for approval of the June 14, 2012 minutes, Member Biaggini seconded, all in favor (5-0-1 with Member Behman abstaining as she was absent from the meeting).

### V. UNFINISHED BUSINESS

A) Continued Discussions of Potential Locations for Future Visitor Center  
Chair Solu related that they had looked into the 3 sites proposed at the regular last meeting. Virg’s is in the process of being rented so that location is no longer available. They looked into 845 Embarcadero with a contractor who has since

submitted a bid for the possible remodel. The sub-committee will review the bid and come back to the next business meeting with a full report.

- B) Continued Discussion of the Morro Bay Tourism Bureau By-Laws  
The by-laws are not yet available. The committee will bring back an adjusted timeline for hire of the Director of Tourism. Both Member Behman and Member Biaggini felt that the job advertisement could and should go out without the adoption of the bylaws.

## VI. MONTHLY REPORTS

- A) Visitors Center Report  
Chamber Representative Hank Roth provided an update on the activity at the Visitor's Center.
- B) BCA Advertising Agency Report  
Shari, Clark, BCA representative, provided an update on the marketing and advertising report.
- C) Trade Show Sub-Committee  
Chair Solu indicated the Battle of the Bay Show Down is sold out. The 2 Chefs for the event have been chosen: Adam Pollard of Taco Temple and Paul Arangorin of the Inn at Morro Bay. Ted Allen is hosting the event and one of the judges is Kitty Morgan, Editor-in-Chief of Sunset Magazine.
- D) Web Site Sub-Committee - Did not meet
- E) Hotel Packaging Sub-Committee Report  
The theme for September is Wine Month. BCA will be sending out a mass email blast to all hoteliers requesting that they submit their specials and deals.
- F) Creative Sub-Committee Report  
The committee met and is updating the visitors guide brochure with a better map and more succinct verbiage taking it from 48 pages to 12+ pages. It was brought up that including trolley information would be good idea.
- G) Public Relations Sub-Committee - Did not meet
- H) Budget Sub-Committee Report  
The budget report will be heard in an upcoming item.
- I) VCB/CBID Reports  
Chair Solu did attend a VCB meeting as well as a Savor meeting.
- J) Review of Transient Occupancy Tax  
Chair Solu provided the quarterly TOT report. There was much to celebrate as for the first time ever, they broke the \$2,000,000 mark.
- K) Tourism Bureau Formation Business Sub-Committee Report  
No report.
- L) Tourism Bureau Hiring Process Sub-Committee Report  
This report will be heard in an upcoming item.

## VII. NEW BUSINESS

- A) Discussion of Marketing Schedule and Budget  
Shari Clark presented the 11/12 Budget spent to date stating that there was \$17,000 left over with the possibility of an additional \$21,000 more since additional TOT

was brought in. There are no outstanding bills remaining in 2011/12. Shari also presented BCA's Marketing recommendations for 2012/13.

MOTION: Member Jacquez motioned for adoption of the Marketing recommendations adding in the Travel Coupon Guide for November/December 2012 as well as move forward with a full review of the entire TBID Marketing Budget and Guidelines at the November 2012 meeting with the potential of making some amendments if needed; in addition, encourage an effort to target the Central Valley, Member Mendoza seconded, all in favor (6-0).

B) Discussion of a Media Rate for Hotels

There was lengthy discussion regarding the possible need for a media rate. Some members felt that a media rate was important, others felt that a providing a discount was a better method.

ACTION: This item was tabled until the Director of Tourism is hired so that this person could weigh in on the decision.

C) Presentation on a Mobile-friendly App for MorroBay.org

BCA Representative Shari Clark presented quotes for creating a mobile site which ranges from \$2,500 - \$4,000 for a simple site.

ACTION: Shari is to submit a formal estimate and template to the board; submit/transmit to the entire board for their review and discussion at the next meeting.

D) Discussion on Kiosk concept in North Morro Bay

This item was tabled to a later date.

E) Discussion on the "Travel Coupon Advertisement" scheduled for the November/December issue

This item was discussed via New Business Item A) Discussion of Marketing Schedule and Budget.

F) Discussion of Savor Booth Design and Marketing Opportunities at the Event

A Board discussion was held regarding the TBID authorizing an amount of money that would cover the Oysters and Booth set-up. Last year the board authorized \$5000.

MOTION: Member Biaggini motioned to allocate a \$5,000 budget to the Savor Booth build out and oyster purchasing, Member Jacquez seconded, all in favor (6-0).

G) Discussion of New Visitor Guide Concept

There was an estimate of \$11,724.20 to provide for creative, design and printing of 15,000 guides. There was a request to provide a cost for 20,000 prints as well. The new guide is cleaner, less text, contains Morro Bay specific photos as well as a Morro Bay map.

MOTION: Member Behman motioned approval of the contract as written but would like to be revisit if 20,000 prices out better, Member Biaggini seconded, all in favor (6-0)

H) Discussion of Final Figures for Lodging TOT 2011/2012 Fiscal Year

There was an excess of \$176,000 brought in over the City's budgeted figure that are unallocated. There was Board support to go back to City Council to ask them to allocate \$58,000 back to the TBID (the rest of the CPC funds). There was also discussion to request the City Council fund ½ of any tenant improvements to a new Visitor's Center location.

MOTION: Member Mendoza motioned to ask the Budget Sub-Committee to write a letter from the TBID Board, signed by all willing stakeholders in support of requesting \$58,500 from the City in an effort to go back to the \$116,000 original figure and then read and present that letter in public comment at a Council meeting; as well as ask if the City would be willing to support the 501(c)6 by sharing in the cost of improvements to the new Visitors Center location, Member Jacquez seconded, all in favor (6-0)

I) Discussion of Wage to be Included on Draft Ad for Tourism Director and Approval of Ad

There was Board discussion regarding the range of the proposed wage which is hoped to be between \$50,000 - \$65,000 plus Benefits and Incentives TBD.

MOTION: Member Jacques motioned that the draft ad for the Tourism Director states a base salary of \$50,000 - \$65,000 plus benefits and incentives to be determined, Member Amini seconded, all in favor (6-0)

J) Discussion of a Tourism Topic for a Visit from Lois Capps

Chair Solu announced that Lois Capps will be coming to the Central Coast for a visit and will be speaking at an upcoming Business Forum. Joan requested that if anybody has a question(s) to pose to Congresswomen Capps, that they email a board member by August 10<sup>th</sup>.

VIII. DECLARATION OF FUTURE AGENDA ITEMS

- 1) Schedule a mid-year review meeting with all hoteliers in November to go over everything.

IX. ADJOURNMENT

The meeting was adjourned at 11:45 a.m.