

CITY OF MORRO BAY

TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD

MINUTES - THURSDAY, AUGUST 23, 2012; 9:00 A.M.

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

MEMBERS ABSENT: NONE

STAFF PRESENT: ROBERT SCHULTZ, CITY ATTORNEY

I. CALL TO ORDER

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

II. PUBLIC COMMENT PERIOD

John Barta spoke regarding the responsibilities of the Director of Tourism. A good Director costs money, has responsibility and has authority. Please don't dilute the workload, instead hold them responsible and allow them room to maneuver.

III. DISCUSSION AND APPROVAL OF THE OF THE BY-LAWS FOR THE MB TOURISM BUREAU

Discussion and review was held on this draft of the By-laws as revised from discussions held at the last special meeting.

MOTION: Member Jacquez moved to accept the MB Tourism Bureau By-laws as amended with one more spell check of the document as well as a "strike-thru" in Article XI, Section 2, ~~E: Serve as an ex-officio member of all committees, and.~~ The motion was seconded by Member Mendoza and carried unanimously 7-0.

IV. DISCUSSION AND DEVELOPMENT OF THE JOB DESCRIPTION AND JOB ADVERTISEMENT FOR THE DIRECTOR OF TOURISM

The final job description and job advertisement had been sent to all members the previous night for review. Discussion was held and minor changes made (595 Napa to 595 Harbor), and the timeline was updated. City Attorney did research on the interview process and discovered that all members could be a part of the interview panel through closed session without being worried about the Brown Act.

MOTION: Member Biaggini moved to accept the job description and job advertisement for the Director of Tourism. The motion was seconded by Member Amini and carried unanimously 7-0.

V. DISCUSSION AND CONSIDERATION OF FUTURE SITES TO INCLUDE FUNDING MECHANISMS FOR THE VISITOR'S CENTER

The Sub-committee (Joan Solu, Karen Biaggini and John Meyers) has met and reviewed the viable alternatives. A report was sent to the TBID Board members last evening with recommendations. The Morro Bay Realty Building and the Centennial Building are the 2 alternatives available. The Centennial building which is 480 square feet could cost up to

\$35,000 to remodel. The Morro Bay Realty Building on Morro Bay Blvd. (corner of Morro and Morro Bay Blvd); rent would be \$800/month plus utilities; improvement costs range between \$3000 - \$5000; 450 square feet; there are 5-6 designated parking spaces; and there needs to be some landscaping done.

Discussion was held amongst the members. It is thought that having a public restroom would be important, especially if we were to be able to make Morro Bay a California Visitor's Center as well. Having adequate parking is also important. Spending the money on the Centennial Building is a concern. Discussed was the possibility of no more than a 3 year lease with the ability to negotiate the lease terms down. The Board leaned towards the Morro Bay Realty Building. And if the Morro Bay Realty Building is chosen, then the Board needs to work immediately towards working on signage.

MOTION: Member Jacquez moved to go forward with the Morro Bay Realty Building and have the Sub-committee work with Morro Bay Realty on lease agreement terms that can be brought back to the Board. In addition, the Board is not to abandon the Centennial Building concept and work should begin with the City on signage for the new Visitor's Center location. The motion was seconded by Member Biaggini and carried unanimously 7-0.

VI. DISCUSSION ON THE COMMUNITY SELECTION COMMITTEE OF THE INTERVIEW PANEL FOR THE TOURISM DIRECTOR

City Attorney Rob Schultz researched and discovered it was possible for the Board to meet in closed session in order to hold the interviews. The Board members discussed the option of having one large interview panel versus breaking the board up into 2 panels as well as whether or not to include community members in the decision making process. The consensus was to have two, 5 member panels and include 3 community members as getting their input should prove valuable.

MOTION: Member Biaggini moved that the Sub-committee continue in the process of resume review and selection of candidates, set up interview panels which will be comprised of two 5 person panels to include 3 additional community members, hopefully one of which is a City employee with human resources background. The motion was seconded by Member Jacquez and carried unanimously 7-0.

VII. DISCUSSION AND SELECTION OF OFFICERS FOR THE TOURISM BUREAU BOARD

It is required that a selection of officers take place in order to move this process through. Member Behman felt it important that the Secretary be somebody who is detail oriented and can sign off on documents of the Board and that the Treasurer, with the amount of money we handle, doesn't control the money but instead can make reports, as we can hire somebody who physically handles money matters.

MOTION: Member Biaggini moved to the board mirror the existing TBID Board Chair and Vice-Chair as well as appoint John Meyers as Secretary and Karen Biaggini as Treasurer of the Tourism Bureau Board. The motion was seconded by Member Mendoza and carried unanimously 7-0.

VIII. ADJOURNMENT – The meeting was adjourned at 10:35 a.m.