

CITY OF MORRO BAY

TOURISM BUSINESS IMPROVEMENT DISTRICT COMMITTEE

MINUTES – THURSDAY, SEPTEMBER 13, 2012

MEMBERS PRESENT: KAREN BIAGGINI, JOAN SOLU, ALEX AMINI, NICK MENDOZA, MICHELE JACQUEZ, JOHN MEYERS (TELECONFERENCED)

MEMBERS ABSENT: JAYNE BEHMAN

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

Dennis Miller wants to run the Tourism Bureau. He feels that bringing in movie business to our County and City will bring more money to the area. He invited us to think bigger.

III. BOARD ANNOUNCEMENTS

Chair Solu announced the Avocado Margarita Festival on Saturday and Sunday, September 15th and 16th; WOW week has begun at Cal Poly; the Harbor Festival will be held on Saturday and Sunday, October 6th and 7th; MBHS has a football game on Friday, September 14th vs SLO High School.

IV. APPROVAL OF MINUTES

MOTION: Member Mendoza motioned for approval of the Special Meeting minutes of July 26, 2012 and the regular minutes of August 9, 2012, Member Amini seconded, all in favor (6-0).

V. UNFINISHED BUSINESS

A) Continued Discussions of Potential Locations for Future Visitor Center

Chair Solu related that they have entered into an agreement for the location at 255 Morro Bay Blvd and hope to have an agreement for the Board's review at the next meeting. At that point, they can look into making site improvements. They are also currently beginning to inventory the "insides" at the Chamber – desks, computers, etc... to see what they may be able to use at the Center. The goal is to have the facility open by January 1, 2013.

Member Amini isn't thrilled with the color of the trim and hopes we can have it repainted.

- B) Continued Discussion on a Mobile-friendly App for MorroBay.org
Shari Clark of BCA provided the Board with an implementation estimate of \$3240. There was discussion held regarding the JackRabbit app which is very costly at \$5000/annually; it includes an availability app but doesn't include the ability to book on your phone.

ACTION: Shari and Joan to enter into deeper conversations in an effort to renegotiate the \$5000/year fee with JackRabbit and bring back costs as well as see how much it would cost to have BCA do the work instead. Bring the costs for review to the next regular meeting.

- C) Review of Footage from "Dreamin' California's Coast" Production
The Board watched a short Morro Bay segment to the full length feature, "Dreamin' California's Coast" that has been in the works for 2 years and was produced by TravelScope. This same video is airing on various PPS channels for the next 12 months. You can look up Travelscope.com for viewing information.

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 provided an update on the Savor the Central Coast event. She feels that Morro Bay is receiving a lot of exposure through this event which includes the Bay Cruise, the Savor Event, the Battle of the Bay, a lunch at Tognazzini's, and a Savor/VCB Fam Tour.
- D) Web Site Sub-Committee - Did not meet
- E) Hotel Packaging Sub-Committee Report – Did not meet
- F) Creative Sub-Committee Report
Shari covered "creative" during her marketing report
- G) Public Relations Sub-Committee – Did not meet
- H) Budget Sub-Committee Report – Did not meet
- I) VCB/CBID Reports
Member Meyers discussed the last 2 meetings he attended; there was VCB Board approval of their budget as well as much discussion covering the Savor event.
- J) Review of Transient Occupancy Tax
Chair Solu provided the quarterly TOT report. She wanted to ensure that in November, they held a deeper discussion of TOT, held at a local hotel with all stakeholders invited. Receipts are up and occupancy was down 1%. The jump in ADR was gigantic.
- K) Tourism Bureau Formation Business Sub-Committee Report
Member Amini announced that as soon as a final copy of the by-laws is received, they can move forward with insurance as well as checking accounts. They would

also like to approach a couple of local CPA firms to locate an accountant but plan on leaving the final decision to the Director of Tourism.

L) Tourism Bureau Hiring Process Sub-Committee Report

Resumes have been received; the deadline to apply is Monday, September 17, 2012 after which a review will begin. Community members will be asked to participate on the oral board panels. They will then move forward with dates for interviewing.

VII. NEW BUSINESS - None

VIII. DECLARATION OF FUTURE AGENDA ITEMS

- 1) Schedule a Mid-year Review Meeting with all Hoteliers/Stakeholders in November to “go over everything”.
- 2) Continued discussion on Mobile Friendly App for MorroBay.org.
- 3) Continued discussion on the Lease Agreement for the new Visitor Center location.
- 4) Focus on getting occupancy up in the off-season through additional special events and/or promotions.
- 5) Status of the PSA’s

IX. ADJOURNMENT

The meeting was adjourned at 11:25 a.m.