

MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
SPECIAL MEETING – NOVEMBER 19, 2015
MORRO BAY COMMUNITY CENTER STUDIO ROOM – 9:00 A.M.

PRESENT: Michele Jacquez Chair
Todd Baston Member
Jayne Behman Member
Aaron Graves Member
Taylor Newton Member
Joan Solu Member

STAFF: Sam Taylor Deputy City Manager

TOURISM

BUREAU STAFF: Brent Haugen Tourism Director

I. CALL TO ORDER

The meeting was called to order at 9:10 a.m. Chair Jacquez introduced the new board members and welcomed them to the board. She also announced Board Member Jack Smith resigned from the board as of last night, so there will be a citizen-at-large seat open.

The new board members introduced themselves

II. PUBLIC COMMENT PERIOD

<https://youtu.be/9R7wUYcbMOU?t=3m10s>

The public comment period was opened.

Nancy Castle, of AGP Video and Art Goes Places, spoke regarding the Community Thanksgiving Dinner being held at the Veteran’s Hall. They are going to be accepting donations of nonperishable foods and charitable donations for their Monday Night Meal Program. She thanked Morro Bay for being such a caring community to the homeless. She is also planning on doing some community projects over the next year to get geared up for the Open Arts Tour in 2016.

The public comment period was closed.

III. APPROVAL OF MINUTES FROM THE OCTOBER 8, 2015 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD SPECIAL MEETING.

<https://youtu.be/9R7wUYcbMOU?t=8m18s>

MOTION: Board Member Solu moved the Board approve the October 8, 2015 minutes. The motion was seconded by Board Member Newton and carried unanimously, 5-0. Board Member Behman abstained from the vote.

IV. APPROVAL OF MINUTES FROM THE OCTOBER 27, 2015 SPECIAL JOINT MEETING OF THE CITY COUNCIL AND TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD

<https://youtu.be/9R7wUYcbMOU?t=9m38s>

MOTION: Board Member Solu moved the Board approve the October 27, 2015 minutes. The motion was seconded by Board Member Newton and carried unanimously, 5-0. Board Member Behman abstained from the vote.

V. ELECTRONIC READER BOARD PARTNERSHIP VERBAL UPDATE

<https://youtu.be/9R7wUYcbMOU?t=10m09s>

Deputy City Manager Taylor researched the idea and found the City's Sign Ordinance does not allow movable signs. The Community Development Department is currently working on updating the Sign Ordinance and once it is updated, the electronic reader board will be brought back in the future.

VI. REVIEW OF TRANSIENT OCCUPANCY TAX (TOT)

<https://youtu.be/9R7wUYcbMOU?t=13m2s>

Board Member Solu presented the Transient Occupancy Tax Report that she prepared based on information provided by the City. That presentation can be viewed at the following link: <http://morrobayca.gov/DocumentCenter/View/9244>.

Board Member Behman questioned the total number of hotel rooms available in Morro Bay and made suggestions of additional information to include in the report, including a standard number of rooms and a comparison of seasons. She also stated City staff should be preparing the report.

Deputy City Manager Taylor stated the City will take over preparing this report, as well as the quarterly reports in the future.

Tourism Director Haugen stated Morro Bay has 919 rooms. He also stated that although the summer months are the peak season, they did do a mini-marketing campaign to promote rooms due to new inventory in the County.

Board Member Newton questioned why there was not an assessment on vacation rentals and recreational vehicle parks.

Deputy City Manager Taylor stated there will be future discussions about either including them or creating a new BID to include those, as well as retail and restaurant. This is being considered as part of a city-wide economic development strategy.

Board Member Solu reported most of top retail sales tax producers are visitor serving. She suggested a shop local campaign.

VII. DISCUSSION AND DIRECTION REGARDING CITY TOURISM MARKETING AND PROMOTIONS MANAGEMENT.

<https://youtu.be/9R7wUYcbMOU?t=41m8s>

Chair Jacquez informed the Board Council will not be considering this item until January, so she would recommend to discuss the item today and hold another meeting in December to provide a recommendation to Council.

Deputy City Manager Taylor presented his staff report, listened to concerns, and responded to inquiries from the Board.

Board Member Newton stated the power of executive decision making should be about money not about style. The current Board and Tourism Bureau staff are professionally motivated.

Board Member Graves recommends keeping the dialogue going to create a precise plan.

Board Member Baston feels it is important to have the City involved, but he needs time to digest all of the information received.

Board Member Behman would like to see the model become less convoluted, but retain the level of professionalism. She is looking forward to more time and information to make an informed decision.

Board Member Solu recommends the TBID work for a year as is with Deputy City Manager Taylor to foster the relationship with the City and better understand how the mechanisms meet; joint monthly meetings between the MBTB and TBID; a TBID subcommittee to work with the City on updating the vision, values and goals; future discussions regarding the visitor center; and if the City, implements the changes recommended, they should immediately move for a 5-year 1994 Act TBID through a nonprofit, that includes vacation rentals and RV parks, with a 2 year goal to include other retail.

Chair Jacquez recommends a City commitment of funds whether or not TOT increases, because the City is the one who wants the change. She recommends the City work with the current model and Tourism Bureau for a year as a partnership before making any recommendations to change the model. She would also like a delineation between the Chamber of Commerce and Tourism. She stated she is committed to working with Deputy City Manager Taylor on all Tourism Bureau and TBID agendas to keep City apprised of any new contracts/agreements the Tourism Board is considering. She would like the Board to make a recommendation at the next meeting to be presented to Council in January.

VIII. DECLARATION OF FUTURE ITEMS

The Board recommended holding a special meeting on Thursday, December 10th at 8:00 a.m. to continue the discussion regarding tourism marketing and promotions management and to provide a recommendation to Council.

IX. ADJOURNMENT

MOTION: Board Member Solu moved to adjourn the meeting at 11:50 a.m. The motion was seconded by Board Member Graves and carried unanimously, 6-0.

Recorded by:

Brooke Austin
Deputy City Clerk