

MINUTES- TOURISM BUSINESS IMPROVEMENT
DISTRICT (TBID) ADVISORY BOARD
MEETING – NOVEMBER 16, 2017
VETERAN'S MEMORIAL HALL – 9:00 A.M.

MEMBERS PRESENT:	Aaron Graves	Chairperson
	Charlie Yates	Member
	Steven Allen	Member
	Sean Green	Member
ABSENT:	Maggie Juren	Member
	Taylor Newton	Member
STAFF PRESENT:	Jennifer Little	Tourism Manager
	Ikani Taumoepau	Deputy City Manager
	Scot Graham	Community Development Director
	Lori Kudzma	Deputy City Clerk

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/uKJagNpPpB8?t=43s>

A quorum was established and the meeting was called to order at 9:04 a.m., with four members present.

BOARD MEMBER ANNOUNCEMENTS

Board Members Yates and Green made brief announcements.

Chair Graves announced that the January TBID meeting will be held January 25th at 9:00 a.m. and the Annual Shareholders meeting will be March 8th at 9:00 a.m.

Chair Graves gave a SLOCAL update.

STAFF ANNOUNCEMENTS

Tourism Manager Little made brief announcements.

PUBLIC COMMENT

Nancy Castle, resident, spoke regarding the Community Thanksgiving Dinner.

A. CONSENT AGENDA

A-1 APPROVAL OF SEPTEMBER 21, 2017 TOURISM BUSINESS IMPROVEMENT
DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

<https://youtu.be/uKJagNpPpB8?t=11m12s>

Public Comment: None

MOTION: Board Member Allen moved that the minutes be approved. The motion was seconded by Board Member Green and carried 4-0.

B. BUSINESS ITEMS

B-1 PUBLIC DRAFT SIGN ORDINANCE; (COMMUNITY DEVELOPMENT)
<https://youtu.be/uKJagNpPpB8?t=11m46s>

Community Development Director Graham gave the presentation and answered questions from the Board.

The Board provided feedback to Director Graham. Specifically, it was suggested that a financial hardship clause be added to the ordinance.

Public Comment: None

The Board took a brief recess at 10:03 a.m.

The Board reconvened at 10:08 a.m.

B-2 SEPTEMBER 2017 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT; (TOURISM MANAGER)
<https://youtu.be/uKJagNpPpB8?t=1h11s>

Tourism Manager Little gave the report and answered questions from the Board.

Public Comment: None

The Board received and filed this report.

B-3 OCTOBER 2017 MARKETING, PUBLIC RELATIONS UPDATE; (TOURISM MANAGER)
<https://youtu.be/uKJagNpPpB8?t=1h2m23s>

Tourism Manager Little gave the report and answered questions from the Board.

Public Comment: None

The Board received and filed this report.

B-4 SPONSORSHIP OPPORTUNITY FOR THE WORLD SURF LEAGUE IN MARCH 2018; (TOURISM MANAGER)
<https://youtu.be/uKJagNpPpB8?t=1h12m34s>

Tourism Manager gave the report and answered questions from the Board.

Public Comment: None

MOTION: Board Member Green moved to approve \$5,000 sponsorship contingent upon positive observation of this weekend's Pismo Beach event, and use of the double booth space to be determined depending on Tourism Manager Little's recommendation. The motion was seconded by Board Member Yates. Board Member Allen asked for clarification that the booth will first be offered to hoteliers and then to something that promotes Morro Bay such as the Chamber, etc. There was Board consensus confirming that intent. The Motion carried 4-0.

C. DECLARATION OF FUTURE ITEMS – None
<https://youtu.be/uKJagNpPpB8?t=1h23m25s>

D. ADJOURNMENT

The meeting adjourned at 10:31 a.m. The next Regular Meeting will be held on Thursday, December 21, 2017.

Recorded by:



Lori M. Kudzma

