

MINUTES- TOURISM BUSINESS IMPROVEMENT
DISTRICT (TBID) ADVISORY BOARD
MEETING – DECEMBER 21, 2017
VETERAN'S MEMORIAL HALL – 9:00 A.M.

MEMBERS PRESENT:	Charlie Yates	Vice Chairperson
	Steven Allen	Member
	Maggie Juren	Member
	Taylor Newton	Member
	Sean Green	Member

ABSENT:	Aaron Graves	Chairperson
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STAFF PRESENT:	Jennifer Little	Tourism Manager
	Scott Collins	City Manager
	Lori Kudzma	Deputy City Clerk

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/vNzFoCuUz6l?t=52s>

A quorum was established and the meeting was called to order at 9:03 a.m., with five members present.

BOARD MEMBER ANNOUNCEMENTS

Vice Chairperson Yates announced the January meeting will be on January 25th and March 8th at 9:00a.m. will be the Annual Shareholders Meeting.

STAFF ANNOUNCEMENTS

<https://youtu.be/vNzFoCuUz6l?t=2m13s>

Tourism Manager Little gave brief announcements.

PUBLIC COMMENT - None

A. CONSENT AGENDA

A-1 APPROVAL OF OCTOBER 19, 2017 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

MOTION: Board Member Juren moved approval of the minutes as submitted. The motion was seconded by Board Member Green and carried 5-0.

A-2 APPROVAL OF OCTOBER 24, 2017 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD SPECIAL MEETING MINUTES

Board Member Allen asked that the minutes be amended to reflect he was absent and that Board Member Green was present.

MOTION: Board Member Allen moved approval of the minutes as amended. The motion was seconded by Board Member Green and carried 4-0-1, with

Board Member Taylor abstaining due to absence from the October 24th meeting.

- A-3 APPROVAL OF NOVEMBER 16, 2017 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD SPECIAL MEETING MINUTES
<https://youtu.be/vNzFoCuUz6I?t=4m43s>

MOTION: Board Member Green moved approval of the minutes. The motion was seconded by Board Member Allen and carried 3-0-2, with Board Members Newton and Juren abstaining due to absence from the November 16th meeting.

B. BUSINESS ITEMS

- B-1 OCTOBER 2017 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT; (TOURISM MANAGER)
<https://youtu.be/vNzFoCuUz6I?t=5m9s>

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

Public Comment – None

The Board received and filed this report.

- B-2 NOVEMBER 2017 MARKETING, PUBLIC RELATIONS, UPDATE; (TOURISM MANAGER)
<https://youtu.be/vNzFoCuUz6I?t=7m5s>

Tourism Manager Little introduced the item and Maryann Stansfield from Mental Marketing spoke about Return on Investment (ROI), Key Performance Indicators (KPI) and answered questions from the Board.

Board Member Newton stepped out of the meeting at 9:34 a.m. and rejoined the meeting at 9:35 a.m.

Public Comment: None

The Board received and filed this report.

- B-3 VACATION RENTALS AND RV PARKS POTENTIAL INCLUSION INTO THE TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID); (TOURISM MANAGER)
<https://youtu.be/vNzFoCuUz6I?t=1h1m50s>

Board Member Green announced he would be recusing himself for this item.

Board Member Juren asked for clarification that the City Attorney had determined that she did not need to recuse herself because she is appointed to a hotelier seat on the Board.

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

Board Member Newton requested Tourism Manager Little email him the slides from her presentation.

Board Member Allen asked about the 2% analysis that was requested at the Town Hall meeting. Tourism Manager Little stated that Deputy City Manager Taumoepeau had previously presented 2.5% as the break even.

There was a discussion as to why the subcommittee is not recommending a reduction to hotels at this time.

There was a discussion regarding the amount of available housing in Morro Bay.

There was a brief discussion about the process and whether or not the TBID will be reviewed each year.

Public Comment:

Sean Green, vacation rental owner, feels 1% would be appropriate. Mr. Green gave a list of things that he believes would show value to vacation rental owners: maintain the vacation rental cap at 250 and if necessary only a small percentage of growth (ie: 2% per year); enforcement of the vacation rental permits; make TOT/TBID compliance easier; encourage the City to formalize the definition of "vacation rental"; discourage use of apartments as vacation rentals; automate monthly payments; representation on the TBID Board and consideration of adding restaurants.

There was Board discussion regarding potential vacation rental/RV park representation on the TBID Board.

There was Board discussion as to what percentage should be charged, whether the same amount across the board or a lesser amount charged to vacation rentals and RV parks.

There was discussion about the potential of vacation rentals and RV parks wanting a separate BID.

MOTION: Board Member Juren moved to continue this item to the next TBID meeting. The motion was seconded by Board Member Allen. The vote was 3-1-1, with Board Member Newton voting no and Board Member Green recusing himself due to conflict of interest. Motion failed.

City Manager Collins stated the motion failed due to lack of receiving 4 affirmative votes. This item will be brought back to staff for consideration of next steps.

Board Member Green rejoined the meeting.

B-4 WINE MERCHANT CO-OP FOR SEPTEMBER/OCTOBER 2018 ADDED-VALUE PROMOTION; (TOURISM MANAGER)
<https://youtu.be/vNzFoCuUz6I?t=1h56m44s>

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

Public Comment: None

MOTION: Board Member Newton moved staff's recommendation: TBID Board approve staff moving forward with a Request for Proposal (RFP) for the wine merchant co-op and bring back to the TBID Board for review no later

than February 2018. The motion was seconded by Board Member Allen and carried 4-1, with Board Member Juren voting no.

C. DECLARATION OF FUTURE ITEMS

<https://youtu.be/vNzFoCuUz6I?t=2h8m51s>

Board Member Green would like grant awardees and/or event planner to come back and talk about their events.

There was Board discussion to have each awardee come back within 60 days of their event and update the Board on how the event went.

D. ADJOURNMENT

<https://youtu.be/vNzFoCuUz6I?t=2h11m42s>

The meeting adjourned at 11:14 a.m.

The next Meeting will be held on Thursday, January 25, 2018.

Recorded by:

Lori M. Kudzma