

MINUTES- TOURISM BUSINESS IMPROVEMENT
DISTRICT (TBID) ADVISORY BOARD
SPECIAL MEETING – JANUARY 25, 2018
VETERAN'S MEMORIAL HALL – 9:00 A.M.

MEMBERS PRESENT: Steven Allen Member
Maggie Juren Member
Taylor Newton Member
Sean Green Member
Kenn Clark Member

STAFF PRESENT: Jennifer Little Tourism Manager
Scott Collins City Manager
Shannon McAllister Marketing & Communications Coordinator
Lori Kudzma Deputy City Clerk

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/PMBE1ZwCwxA?t=44s>

Tourism Manager Little called the meeting to order at 9:01 a.m. and established a quorum, with five members present. (Board Member Green left the meeting at 10:04 a.m.)

MOTION: Board Member Clark made a motion that Board Member Allen chair the meeting due to the absence of both Chairman Graves and Vice-Chairman Yates. The motion was seconded by Board Member Juren and carried 5-0.

Tourism Manager Little welcomed new Board Member, Kenn Clark. Ms. Little introduced staff member Shannon McAllister, Marketing Coordinator, who will be attending the February meeting in her place.

BOARD MEMBER ANNOUNCEMENTS – None.

STAFF ANNOUNCEMENTS

<https://youtu.be/PMBE1ZwCwxA?t=2m50s>

Tourism Manager Little made brief announcements about the RFP for agency contract and upcoming events.

PUBLIC COMMENT

<https://youtu.be/PMBE1ZwCwxA?t=7m21s>

Joan Solu spoke urging the Board to bring back an agenda item directing staff to never post rates for hotels.

A. CONSENT AGENDA

<https://youtu.be/PMBE1ZwCwxA?t=10m47s>

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

A-2 DECEMBER 2017 MARKETING, PUBLIC RELATIONS UPDATE

Public Comment: None

MOTION: Board Member Newton moved approval of the consent agenda. The motion was seconded by Board Member Clark and carried 5-0.

B. BUSINESS ITEMS

B-1 NOVEMBER 2017 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT

<https://youtu.be/PMBE1ZwCwxA?t=12m10s>

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

Public Comment:

Joan Solu spoke to January being a tough month and the need to create demand and look for opportunities. Highway 1 will be opening back up. Road closures are an opportunity to look in other directions. Ms. Solu also spoke regarding the upcoming summer months and Pismo is opening an additional 200 rooms. Summer growth for Morro Bay will be stagnant this summer. Need to look at opportunity months.

The Board received and filed this report.

B-2 PRESENTATIONS FROM GRANT AND SPONSORSHIP AWARDEES:

<https://youtu.be/PMBE1ZwCwxA?t=16m26s>

1. Scott Andrews, Executive Director of the SLO Jazz Festival, spoke regarding Concerts on the Bay, SLO Jazz Festival, and answered questions from the Board.
2. Walter Heath spoke regarding the Surfboard Art Festival, and answered questions from the Board.

At 9:43 a.m. Board Member Newton stepped out of the meeting and returned at 9:45 a.m

- 3-5. Teri Bayus spoke regarding the Central Coast Writers Conference, the Lighted Boat Parade and Winterfest, and answered questions from the Board.

Board Member Green left the meeting at 10:04 a.m.

6. Tourism Manager Little spoke regarding the Historical Seaport - Tall Ships, and answered questions from the Board.

Public Comment:

Joan Solu thanked those that do events. Ms. Solu would like to see events while families are traveling, once school is out. Ms. Solu also mentioned the mid-year budget review and the increasing year over year general fund contribution from the City.

The Board received and filed these reports.

B-3 PRESENTATIONS FOR WEBSITE REFRESH AND PLATFORM CHANGES; AND DIRECTION FROM TBID BOARD FOR NEXT STEPS

<https://youtu.be/PMBE1ZwCwxA?t=1h12m11s>

Tourism Manager Little introduced the item and the format for presentations from the 5 vendors present. The Board heard the following presentations and asked questions of each vendor.

1. Doug Ralston, Omni Ex, spoke regarding the current MobiManage platform and the transition to OmniEx.
2. Ashlee Akers and Megan Condict from Verdin Marketing gave their presentation and introduced Masen Yaffee, NDIC President.
3. Bill Stansfield from Mental Marketing introduced Dann Garry from Proof Interactive to give their presentation.

11:13 a.m. Board Member Newton stepped out and returned at 11:15 a.m.

4. Kevin Bate gave the presentation for Simpleview.
5. Rick gave the presentation for Pacific Leisure Marketing.

11:51 a.m. Board Member Juren stepped out and returned at 11:52 a.m.

11:53 a.m. Board Member Allen stepped out and returned at 11:55 a.m.

There was Board discussion regarding which vendors to move forward with.

MOTION: Board Member Newton moved that they select Verdin and Simpleview to review at the discrepancy of the Tourism Manager, if it doesn't work then come back and consider any of the other vendors. The motion was seconded by Board Member Clark and carried 4-0.

C. DECLARATION OF FUTURE ITEMS

Board Member Allen asked for clarification of the next steps for the Vacation Rentals/RV Parks. City Manager Collins gave a brief update regarding vacation rentals.

D. ADJOURNMENT

<https://youtu.be/PMBE1ZwCwxA?t=3h14m14s>

The meeting adjourned at 12:15 p.m. The next Regular Meeting will be held on Thursday, February 15, 2018.

Recorded by:

Lori M. Kudzma