

MINUTES- TOURISM BUSINESS IMPROVEMENT
DISTRICT (TBID) ADVISORY BOARD
MEETING – FEBRUARY 15, 2018
VETERAN'S MEMORIAL HALL – 9:00 A.M.

MEMBERS PRESENT:	Charlie Yates Maggie Juren Taylor Newton Sean Green Kenn Clark	Vice Chair Member Member Member Member
MEMBERS ABSENT:	Steven Allen Aaron Graves	Member Chair
STAFF PRESENT:	Shannon McAllister Lori Kudzma	Marketing & Communications Coordinator Deputy City Clerk

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/H3O8lflEyeQ?t=17s>

Vice Chair Yates called the meeting to order at 9:04 a.m., with five members present. Board Members Allen and Graves were absent.

BOARD MEMBER ANNOUNCEMENTS

<https://youtu.be/H3O8lflEyeQ?t=1m12s>

Board Members Yates and Juren made brief announcements.

STAFF ANNOUNCEMENTS

<https://youtu.be/H3O8lflEyeQ?t=3m7s>

Coordinator McAllister made brief announcements.

PUBLIC COMMENT - None

<https://youtu.be/H3O8lflEyeQ?t=7m22s>

- A. CONSENT AGENDA - None
- B. BUSINESS ITEMS
- B-1 DECEMBER 2017 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT
<https://youtu.be/H3O8lflEyeQ?t=9m7s>
Coordinator McAllister gave the report and answered questions from the Board.

Public Comment:

Joan Solu urged the Board to compare December and January together and compare to the same two months from the prior year – expect to see a dip in January. Focus on room revenue - TOT is an opportunity for the City to grow revenues without taxing residents.

Board Member Newton reminded the Board that he had requested a report on grant recipients and would still like to see that report. It's important that the Board follow the rules laid out in the

Resolution adopted by the City. Board Member Newton would like to hear from the hoteliers and urged them to reach out to him.

The Board received and filed this report.

B-2 JANUARY 2018 MARKETING, PUBLIC RELATIONS, UPDATE

<https://youtu.be/H3O8lflEyeQ?t=20m8s>

Coordinator McAllister gave the report and answered questions from the Board.

Public Comment:

Joan Solu spoke regarding the City Council goals workshop and expressed her disappointment that no Advisory Board Members were present. Ms. Solu suggested they each request the City Clerk forward formation documents to them and that those documents be reviewed.

There was a brief discussion about the documents Ms. Solu referred to during her comments.

The Board received and filed these reports.

B-3 PRESENTATIONS FROM GRANT AND SPONSORSHIP AWARDEES

<https://youtu.be/H3O8lflEyeQ?t=28m17s>

The following grant and sponsorship awardees reported out to the Board about their events and answered questions:

1. Tastes of the Grove, Erica Crawford, Chamber of Commerce
2. Avocado Margarita Festival, Erica Crawford, Chamber of Commerce
3. Soupabration, Kimberly Perez, President of Pacific Wildlife Care

Board Member Newton stepped out of the meeting at 9:38a.m. and returned at 9:40a.m.

Public Comment:

Joan Solu spoke to thank the event organizers. Ms. Solu also urged the Board to consider the economic impact to the community and keep in mind that TOT revenue is more of an impact to City coffers than sales tax. Ms. Solu suggested the Board consider increasing the dollar amount they contract for with the marketing firm.

The Board received and filed these reports.

B-4 MORROBAY.ORG WEBSITE REFRESH AND PLATFORM CHANGES UPDATE AND DIRECTION FROM TBID BOARD FOR NEXT STEPS

<https://youtu.be/H3O8lflEyeQ?t=1h12m1s>

Coordinator McAllister gave the report and answered questions from the Board.

There was Board discussion whether to add a 3rd vendor for consideration.

Public Comment:

Joan Solu spoke to remind the Board that time is money and suggested the Board not wait any longer.

MOTION: Board Member Juren made a motion to stick with Simpleview & Verdin and not complicate the process with a third vendor. The motion was seconded by Board Member Newton and carried 5-0.

C. DECLARATION OF FUTURE ITEMS – None

D. ADJOURNMENT

<https://youtu.be/H3O8flEyeQ?t=1h34m10s>

The meeting adjourned at 10:39 a.m. The next Regular Meeting will be held on Thursday, March 15, 2018.

Recorded by:

Lori M. Kudzma