

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

MEMBERS PRESENT: Charlie Yates Vice Chair  
Steven Allen Member  
Maggie Juren Member  
Taylor Newton Member  
Sean Green Member  
Kenn Clark Member

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

ESTABLISH QUORUM AND CALL TO ORDER  
<https://youtu.be/hT9CcUtQcGM?t=47s>

Vice Chair Yates called the meeting to order at 9:03 a.m. and established a quorum, with six members present.

BOARD MEMBER ANNOUNCEMENTS – None.

STAFF ANNOUNCEMENTS  
<https://youtu.be/hT9CcUtQcGM?t=1m36s>

Tourism Manager Little announced that Chairman Graves resigned from the TBID Board. There will be a recruitment to fill the remainder of his term.

PUBLIC COMMENT  
None

A. CONSENT AGENDA  
<https://youtu.be/hT9CcUtQcGM?t=2m22s>

A-1 APPROVAL OF JANUARY 25, 2018 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID)  
ADVISORY BOARD MEETING MINUTES  
**RECOMMENDATION: Approve as submitted.**

A-2 FEBRUARY 2018 MARKETING, PUBLIC RELATIONS UPDATE  
**RECOMMENDATION: Receive and file.**

Public Comment: None

MOTION: Board Member Clark moved approval of the consent agenda. The motion was seconded by Board Member Juren and carried 6-0.

B. BUSINESS ITEMS

B-1 JANUARY 2018 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT  
REPORT  
**RECOMMENDATION: Receive and file.**  
<https://youtu.be/hT9CcUtQcGM?t=4m3s>

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

Public Comment: None.

The Board received and filed this report.

Tourism Manager Little suggested, and there was Board consensus, to hear Item B-3 next.

<https://youtu.be/hT9CcUtQcGM?t=9m23s>

B-3 REVIEW AND RECOMMEND TO COUNCIL AWARD OF CONTRACT FOR THE REBUILDING OF MORROBAY.ORG WEBSITE TO SIMPLEVIEW; (TOURISM MANAGER)  
**RECOMMENDATION: TBID Board to review the proposed contract terms and forward a recommendation to City Council to award the contract for rebuilding of the morrobay.org website to Simpleview as the vendor with two contracts, as approved to form by the City Attorney:**

- 1.) Rebuild morrobay.org starting April 2018 (Fiscal Year 2017-18) to be finished in FY 2018-19 between September and October 2018.
- 2.) 3-year Contract for monthly Content Management System (CMS) and Customer Relationship Management (CRM) of the site beginning FY 2018-19, including 5-hours per month of staff support.

**Additionally, staff recommends a subcommittee of Board Members be created to review designs and applications as the new website is created.**

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

Board Members Green and Juren agreed to be on the subcommittee to review designs and applications as the new website is created.

MOTION: Board Member Juren moved that the TBID Board forward a recommendation to City Council to award the contract for rebuilding of the morrobay.org website to Simpleview as the vendor with two contracts, as approved to form by the City Attorney:

- 1.) Rebuild morrobay.org starting April 2018 to be finished between September and October 2018; and
- 2.) 3-year Contract for monthly Content Management System (CMS) and Customer Relationship Management (CRM) of the site beginning FY 2018-19.

Board Member Allen requested that the motion be modified to include a deadline for public comment to keep the process moving for the subcommittee.

Board Member Juren added to her motion to include a deadline for feedback during this process to ensure the process moves along to meet the stated dates of completion.

The motion was seconded by Board Member Newton and carried 6-0.

MOTION: Board Member Juren moved that the TBID for a subcommittee made up of two TBID Board Members, as well as 2-3 hoteliers that would work throughout this process with the vendor to ensure that deadlines are met and the site looks as we want it to be. Board Members Juren and Green to be the subcommittee members. The motion was seconded by Board Member Newton and carried 6-0.

B-2 UPDATED YEAR IN REVIEW 6-MONTH REPORT; (TOURISM MANAGER)

**RECOMMENDATION: Receive and file.**

<https://youtu.be/hT9CcUtQcGM?t=23m15s>

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

There was a brief discussion about staffing.

There was a discussion about feedback from the Annual Meeting and 6-Month Report.

Public Comment:

Christina, head of marketing and community relations for the Allen Group, spoke regarding their experience with the passports.

Board Member Newton stepped out at 10:36 a.m. and returned at 10:38 a.m.

There was a discussion regarding the corrected numbers on the budget page of the report.

The Board received and filed this report.

C. DECLARATION OF FUTURE ITEMS

<https://youtu.be/hT9CcUtQcGM?t=1h48m36s>

Board Member Newton would like a discussion regarding more full-time staff.

Board Member Yates would like to review compensation and benefits for staff.

Tourism Manager Little mentioned a new Chair and Vice Chair will be chosen at the next meeting.

Board Member Allen would like to discuss reallocating funds with the priority being on infrastructure improvements near the water and if/how that benefits all hotels.

Tourism Manager Little suggested sending out a survey to the hotels and bringing it back to the next meeting.

D. ADJOURNMENT

<https://youtu.be/hT9CcUtQcGM?t=1h52m38s>

The meeting adjourned at 10:55 a.m. The next Regular Meeting will be held on Thursday, April 19, 2018.

Recorded by:

Lori M. Kudzma  
Deputy City Clerk