

MINUTES- TOURISM BUSINESS IMPROVEMENT
DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – APRIL 19, 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
ABSENT:	Kenn Clark	Member
STAFF PRESENT:	Jennifer Little	Tourism Manager
	Scott Collins	City Manager
	Lori Kudzma	Deputy City Clerk
	Shannon McAllister	Marketing & Communications Coordinator

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/Z0aQgH8afNg?t=45s>

Vice Chair Yates called the meeting to order at 9:02 a.m. and established a quorum, with five members present. Board Member Clark was absent.

BOARD MEMBER ANNOUNCEMENTS – None.

STAFF ANNOUNCEMENTS

<https://youtu.be/Z0aQgH8afNg?t=1m28s>

Tourism Manager Little requested agenda item B-5 be moved to immediately follow item B-2.

PUBLIC COMMENT

<https://youtu.be/Z0aQgH8afNg?t=1m52s>

Janice Peters, By the Sea Productions, spoke regarding upcoming shows. Ms. Peters also spoke regarding the need for a conference center.

A. CONSENT AGENDA

<https://youtu.be/Z0aQgH8afNg?t=5m21s>

A-1 APPROVAL OF FEBRUARY 15, 2018 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES
RECOMMENDATION: Approve as submitted.

A-2 APPROVAL OF MARCH 1, 2018 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD SPECIAL MEETING MINUTES
RECOMMENDATION: Approve as submitted.

A-3 APPROVAL OF MARCH 15, 2018 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES
RECOMMENDATION: Approve as submitted.

Board Member Newton noted the next meeting date on Item A-1 needed to be changed.

Board Member Juren asked about tracking future agenda items. Tourism Manager Little stated she tracks future agenda items.

Vice Chair Yates noted the compensation and benefits requested agenda item. Tourism Manager Little suggested it would be better to discuss during the annual report.

Board Member Green noted a correction on Item A-2 – Board Member Allen was present at the meeting.

Board Member Green suggested noting that Community Development Director Graham spoke at the Annual Stakeholder Meeting in response to questions.

MOTION: Board Member Newton made a motion to approve all three sets of minutes with the corrections that have been stated.

Vice Chair Yates opened Public Comment:

Joan Solu spoke regarding tracking Future Agenda Items and shared how they had been tracked in the past.

MOTION (continued): Vice Chair Yates reminded the Board there was a motion on the floor. Board Member Allen seconded the motion and it carried unanimously, 5-0.

B. BUSINESS ITEMS

B-1 PRESENTATIONS FROM GRANT AND SPONSORSHIP AWARDEES:

1. Winter Bird Festival, Chris Cameron
2. MBHS Volleyball, Basketball and Wrestling Tournaments, Cara Taylor

<https://youtu.be/Z0aQgH8afNg?t=15m54s>

Chris Cameron, Winter Bird Festival Co-Chair, introduced Michelle Roost, Co-Chair. Mr. Cameron and Ms. Roost gave a presentation and answered questions from the Board.

Public Comment:

Christina suggested working with the movie theater as a potential venue for future Bird Festival workshops and also suggested making the event more kid friendly and using Tidlands Park.

Joan Solu spoke regarding the need for a conference center and suggested the City look into purchasing a clear tent for use on the South T Pier.

There was discussion about tents and events. There was consensus to put this item on a future agenda.

Item Number 2 of this agenda item was not heard as no representative was present.

Item Number 1 was received and filed.

B-2 FEBRUARY 2018 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT; (TOURISM MANAGER)

<https://youtu.be/Z0aQgH8afNg?t=37m39s>

Tourism Manager Little presented the item and answered questions from the Board.

There was a brief discussion about reporting details.

Public Comment:

Joan Solu spoke regarding the STAR report versus the City's TOT report. Ms. Solu reminded the Board that Highway 1 was closed during the Bird Festival. Ms. Solu addressed the current reporting for Morro Bay TOT information. Ms. Solu suggested breaking out Friday & Saturday reporting and suggested this topic as a future agenda item.

There was a discussion regarding adding Morro Bay STAR information to the report that is presented each month.

This report was received and filed.

B-5 REALLOCATION OF \$978 UNUSED GRANT FUNDS TO SUPPORT KITE FESTIVAL

<https://youtu.be/Z0aQgH8afNg?t=46m26s>

Staff Member McAllister presented the report and along with Tourism Manager Little, answered questions from the Board.

MOTION: Board Member Newton made a motion to use \$978 from the unused amount to cover this permit.

Public Comment:

Christina suggested more advertising outside the area for this event.

Joan Solu spoke in support of spending the \$978 to have the event. Ms. Solu suggested looking for areas of flexibility with long term events – possibly allow payment in arrears for permits. The best advertising for this type of event is members of the community. Ms. Solu suggested advertising this event in the San Fernando Valley and Bay Area.

MOTION (continued): Vice Chair Yates reminded the Board there was a motion on the floor. The motion was seconded by Board Member Allen and carried unanimously, 5-0.

Board Member Green would like each department in the City to more seriously take Tourism into consideration when making decisions. Mr. Green suggested a future agenda item to discuss this topic.

B-3 MARCH 2018 MARKETING, PUBLIC RELATIONS UPDATE; (MARKETING COORDINATOR)

<https://youtu.be/Z0aQgH8afNg?t=56m19s>

Staff Member McAllister presented the report and, along with Tourism Manager Little, answered questions from the Board.

Public Comment:

Christina spoke in support of a whale event in January or February.

Joan Solu suggested the Bird Festival choose a non-holiday weekend for their event.

Christina suggested a whale festival combined with a sea otter week.

This report was received and filed.

B-4 CONSIDERATION OF THE MORRO BAY TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ANNUAL REPORT AND CONTINUATION OF THE TBID ASSESSMENT FOR FY 2018/19
<https://youtu.be/Z0aQgH8afNg?t=1h7m32s>

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

Tourism Manager Little noted that the City is in the process of an agency review, there may be edits to the annual report once an agency is selected.

There was discussion regarding the renewal and the protest procedure. Tourism Manager Little confirmed the public hearing would be held at a City Council meeting in June and that is when the protest process would take place.

There was discussion regarding Tourism staffing.

There was discussion regarding the appropriate time to bring up the potential of adding vacation rentals and RV parks. Tourism Manager Little suggested working through the Annual Report portion before discussing other items. City Manager Collins shared that should the TBID Board decide today to make a recommendation to Council to add vacation rentals and RV parks it would follow a different timeline because of the noticing requirements and necessity to amend the ordinance.

Tourism Manager Little went over the budget portion of the annual report and answered questions from the Board.

There was discussion regarding the General Fund contribution amount of \$157,000 and how much was being allocated toward grants for events. Tourism Manager Little stated that \$100,000 is being allocated to grant funds and the remainder is split into other categories.

There was discussion regarding the “transfer out” or administrative allocation. City Manager Collins elaborated ‘transfer out’ does not include all items that have been subsidized by the general fund. If the full amount were assessed it would be much higher.

Board Member Juren asked for a copy of Ms. Little’s presentation.

There was a brief discussion regarding a long-term strategic plan.

There was further discussion regarding a potential full-time staff member and where the funds would come from.

There was discussion regarding whether the focus should be having events or bettering the destination.

Public Comment:

Joan Solu urged the Board to be cautious and conscientious about adding costs. Ms. Solu pointed out the goals & objectives listed in the Annual Report are not tangible.

MOTION: Board Member Newton made a motion to approve the FY18/19 Annual Report and recommend City Council continue the 3% TBID. The motion was seconded by Board Member Juren and carried unanimously, 5-0.

There was a request for further discussion related to the goals & objectives section of the Annual Report. In the interest of not delaying the process, Mr. Green suggested staff come up with lofty but reachable goals, both quantitative and some qualitative, and bring back when the agency comes in with their plan. Mid-week versus weekend tracking would be helpful.

Tourism Manager Little stated she will need to look into the process of changing the reporting requirements for hotels. Tourism Manager Little suggested accepting the goals & objectives as a draft and updating the goals at the June TBID Meeting, based on agency input.

Board Member Green suggested having the June TBID meeting on the first Thursday of the month rather than the third Thursday because the hearing for City Council is June 12th. Tourism Manager Little will review the calendar.

There was brief discussion about consideration of adding vacation rentals and RV parks, and reducing the assessment amount. Tourism Manager Little suggested they address that item separately.

MOTION: It was determined that Board Member Newton's previous motion would not be amended and would stand as stated. Board Member Juren seconded the motion and it carried unanimously, 5-0.

There was Board discussion about adding vacation rentals and RV parks in the future. There was discussion that potentially adding vacation rentals and RV parks would be changing the boundaries of the existing TBID.

Board Member Green recused himself and left the dais.

There was Board discussion whether to consider a recommendation to City Council of the addition of vacation rentals and RV parks and at what level of assessment. Included in the discussion was whether to also include other businesses.

Public Comment:

Joan Solu expressed vacation rentals benefit more so than RV parks and should be paying the same assessment as hotels. Ms. Solu suggested vacation rentals and RV assessment funds could be tracked separately, similar to General Fund dollars. Bringing in vacation rentals and RV parks is the next step in a forward moving success for the entire community.

There was further discussion regarding possibly adding in vacation rentals and RV parks and determining what the assessment rate would be and the allocation of staff time.

There was discussion on whether there was something the Board could agree on recommending to City Council.

MOTION: Board Member Juren moved to recommend to City Council they proceed with looking at bringing in vacation rentals and RV parks and evaluate the proportionate assessment rate to the benefit received. The motion was seconded by Board Member Allen and carried 4-0-1, with Board Member Green abstaining.

Board Member Newton stepped out of the meeting at 11:37 a.m.

Board Member Green rejoined the meeting.

Board Member Newton returned to the meeting at 11:39 a.m.

Board Member Green would like to request that Council review the formation documents of the TBID that exclude an at-large position (who is a vacation rental owner) from the discussions regarding the potential addition of vacation rentals to the assessment district. City Manager Collins suggested Mr. Green speak with the Mayor and Council Member McPherson who are working on updates to the Advisory Body Handbook.

B-6 NOMINATION AND ELECTION OF MEMBERS FOR CHAIR AND VICE CHAIR POSITIONS

<https://youtu.be/Z0aQgH8afNg?t=2h40m18s>

MOTION: Board Member Newton made a motion to nominate Board Member Yates to be the Chair. The motion was seconded by Board Member Green and carried 4-0-1, with Board Member Yates abstaining.

MOTION: Board Member Newton made a motion to nominate Board Member Allen as Vice Chair. The motion was seconded by Board Member Green and carried 4-0-1, with Board Member Allen abstaining.

C. DECLARATION OF FUTURE ITEMS

<https://youtu.be/Z0aQgH8afNg?t=2h43m45s>

Board Member Newton would like a discussion about adding a full-time staff member. Tourism Manager Little stated it would need to wait until the June meeting.

Board Member Green would like to see a TBID annual calendar.

Board Member Green would also like to discuss an open letter to advisory boards and City staff to remind them of the importance of tourism.

Board Member Newton would like to discuss alternative convention center facilities, rentable spaces and tent possibilities.

D. ADJOURNMENT

<https://youtu.be/Z0aQgH8afNg?t=2h49m10s>

The meeting adjourned at 11:50 a.m. The next Regular Meeting will be held on Thursday, May 17, 2018.

Recorded by:

Lori M. Kudzma
Deputy City Clerk