

MINUTES- TOURISM BUSINESS IMPROVEMENT  
DISTRICT (TBID) ADVISORY BOARD  
REGULAR MEETING – AUGUST 16, 2018  
VETERAN’S MEMORIAL HALL – 9:00 A.M.

- |                  |   |  |
|------------------|---|--|
| MEMBERS PRESENT: | Charlie Yates<br>Steve Allen<br>Maggie Juren<br>Taylor Newton<br>Chris Kostecka<br>Kenn Clark | Chair<br>Vice Chair<br>Member<br>Member<br>Member<br>Member (arrived at 9:07 a.m.) |
| MEMBERS ABSENT:  | Sean Green  | Member   |
| STAFF PRESENT:   | Jennifer Little<br>Lori Kudzma<br>Liz Gilson  | Tourism Manager<br>Deputy City Clerk<br>Tourism Assistant                          |

ESTABLISH QUORUM AND CALL TO ORDER

[https://youtu.be/LqihQRA31\\_c?t=22s](https://youtu.be/LqihQRA31_c?t=22s)

Chair Yates called the meeting to order at 9:01 a.m. and established a quorum, with five members present.

BOARD MEMBER ANNOUNCEMENTS

[https://youtu.be/LqihQRA31\\_c?t=1m](https://youtu.be/LqihQRA31_c?t=1m)

Board Member Juren made a brief announcement.

STAFF ANNOUNCEMENTS - None

PUBLIC COMMENT

[https://youtu.be/LqihQRA31\\_c?t=2m1s](https://youtu.be/LqihQRA31_c?t=2m1s)

Judy Salamacha encouraged all to attend the Human Trafficking Summit on September 15<sup>th</sup>.

Sean Farmer spoke in support of the Morro Bay Kite Festival and the possibility of funding a tent for the Central Coast Funds for Children.

Board Member Clark arrived at 9:07 a.m.

A. CONSENT AGENDA

[https://youtu.be/LqihQRA31\\_c?t=7m4s](https://youtu.be/LqihQRA31_c?t=7m4s)

A-1 APPROVAL OF JUNE 21, 2018 TOURISM BUSINESS IMPROVEMENT DISTRICT (TIBD) ADVISORY BOARD MEETING MINUTES

**RECOMMENDATION: Approve as submitted.**

MOTION: Board Member Juren made a motion to approve as written. The motion was seconded by Board Member Allen and carried 6-0.

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

**RECOMMENDATION: Receive and file.**

Public Comment:

Joan Solu spoke regarding the June TOT report, the need to compare to the marketing plan and find ways for growth.

The report was received and filed.

B. BUSINESS ITEMS

B-1 FISCAL YEAR 2018/19 GRANT APPLICATION REVIEW AND APPROVAL/DENAIL (TOURISM MANAGER)

[https://youtu.be/LqihQRA31\\_c?t=11m57s](https://youtu.be/LqihQRA31_c?t=11m57s)

Tourism Manager Little went over the review process and listed the members of the review committee as: Nick Mendoza, Ruth Ann Angus, Steve Allen, Gio DiGarimore, Jack Smith and herself.

Ms. Little shared the grant allocation will be for \$80,000. The \$20,000 for installation grants will be taken as a recommendation to City Council.

Ms. Little reminded the Board that based on performance, Siafu was awarded contracts as the event coordinator for Winterfest and the Lighted Boat Parade. Those expenses were moved to another general ledger code, which freed up roughly \$10,500.

1. Project Surf Camp

[https://youtu.be/LqihQRA31\\_c?t=17m10s](https://youtu.be/LqihQRA31_c?t=17m10s)

Tourism Manager Little introduced the item.

Katie Finley from Project Surf Camp spoke and answered questions from the Board.

Public Comment: None.

MOTION: Board Member Kostecka made a motion to approve the \$1,500 committee recommendation for Project Surf Camp. The motion was seconded by Board Member Clark and carried 6-0.

2. Morro Bay High School Volleyball

[https://youtu.be/LqihQRA31\\_c?t=22m48s](https://youtu.be/LqihQRA31_c?t=22m48s)

The item was introduced by Tourism Manager Little.

John Andree, Morro Bay High School Athletics Director, spoke and answered questions from the Board.

There was Board discussion about the amount of overall funds available. Tourism Manager Little reminded the Board she had moved \$10,000 for the event planner to another expense code, leaving an additional \$10,000 available for grants.

MOTION: Chair Yates made a motion to double the recommended amount to \$1,000 with the caveat the students match. The motion was seconded by Board Member Kostecka and carried 5-1, with Board Member Newton voting no.

3. Taste of the Grove

[https://youtu.be/LqihQRA31\\_c?t=27m47s](https://youtu.be/LqihQRA31_c?t=27m47s)

Tourism Manager Little introduced the item.

Erica Crawford from the Morro Bay Chamber of Commerce spoke regarding the item and answered questions from the Board.

Public Comment: None

MOTION: Board Member Newton made a motion to approve \$2,000 in funding for Taste of the Grove. The motion was seconded by Board Member Kostecka and carried 6-0.

4. Avocado Margarita Festival

[https://youtu.be/LqihQRA31\\_c?t=34m32s](https://youtu.be/LqihQRA31_c?t=34m32s)

Tourism Manager Little introduced the item and suggested a ticket structure of 917 tickets @ \$3 each plus a \$5,000 ad buy.

Erica Crawford from the Morro Bay Chamber of Commerce spoke regarding the item and answered questions from the Board.

Public Comment:

Joan Solu spoke in support of the Avocado Margarita Festival and suggested a contingency of the Chamber sharing their database with Tourism and only paying for tickets used.

Kristin Horowitz spoke in support of the Avocado Margarita Festival and voiced concern regarding shared email addresses.

There was discussion regarding only paying for tickets used. Tourism Manager Little stated she could set aside \$2,500 to cover ticket redemption.

MOTION: Board Member Juren made a motion to award \$5,000 grant for advertising and marketing as well as a consignment purchase of tickets @ \$3 that will be distributed to the hotels and tracked and charged after the fact. The motion was seconded by Board Member Newton and carried 6-0.

MOTION: Board Member Allen made a motion to request some information on the database from the Chamber for some shared marketing purposed at the approval of their Board. The motion was seconded by Board Member Clark and carried 5-1, with Board Member Newton voting no.

5. Central Coast Writers Conference

[https://youtu.be/LqihQRA31\\_c?t=50m2s](https://youtu.be/LqihQRA31_c?t=50m2s)

Tourism Manager Little introduced the item.

Teri Bayus spoke regarding the event and answered questions from the Board.

Public Comment: None

MOTION: Board Member Kostecka made a motion to approve \$5,000 for the Central Coast Writers Conference. The motion was seconded by Board Member Newton and carried 6-0.

6. Maritime Museum

[https://youtu.be/LqihQRA31\\_c?t=59m16s](https://youtu.be/LqihQRA31_c?t=59m16s)

Chair Yates recused himself from this item and left the dais.

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

Judy Salamacha, Maritime Museum Board, spoke regarding the item and suggested offering (pending approval from her Board) entry for no charge from September 29 – December 31.

Public Comment – None.

There was discussion about printing free passes for tracking purposes.

MOTION: Board Member Newton made a motion to make the grant for what they requested which was \$5,000 with a notation that tickets are free, with the marketing suggestion of handing some kind of ticket so they can be tracked and get email addresses possibly. The motion was seconded by Board Member Juren and carried 5-0-1 with Chair Yates abstaining.

Chairman Yates rejoined the meeting at 10:14 a.m.

Tourism Manager Little announced the Board had spent \$4,185 of the \$10,000 additional funds available.

#### 7. Harbor Festival

[https://youtu.be/LqihQRA31\\_c?t=1h12m26s](https://youtu.be/LqihQRA31_c?t=1h12m26s)

Tourism Manager Little reminded the Board the marketing agency working with the Harbor Festival last year was going to retire, but that did not happen.

Cheryl Wells, Executive Director of the Harbor Festival, along with Aaron Anderson and Giselle were available to answer questions from the Board.

Steve Matthew, Secretary of the Harbor Festival, spoke regarding the office space and history of the festival

Public Comment:

Joan Solu suggested looking for ways to work with the Harbor Festival to keep it moving forward.

Kristin Horowitz suggested spending money on an event coordinator.

MOTION: Board Member Juren made a motion to award \$5,000 all to the Harbor Festival. Motion failed due to a lack of a second.

MOTION: Board Member Newton made a motion to give \$5,000 divided by giving \$2,000 to the Harbor Festival Board and \$3,000 to our own marketing. The motion was seconded by Board Member Kostecka and carried 5-1, with Board Member Juren voting no.

The Board took a brief recess at 10:58 a.m. and reconvened at 11:02 a.m., with six members present.

#### 8. Morro Bay Triathlon

[https://youtu.be/LqihQRA31\\_c?t=1h59m26s](https://youtu.be/LqihQRA31_c?t=1h59m26s)

Tourism Manager Little stated the recommendation is to award \$5,000.

MOTION: Board Member Allen made a motion to approve \$5,000 as recommended by staff. The motion was seconded by Board Member Juren and carried 6-0.

Public Comment: None

9. First Responders Crawl

[https://youtu.be/LqihQRA31\\_c?t=2h12s](https://youtu.be/LqihQRA31_c?t=2h12s)

Chair Yates suggested reviewing all events associated with Teri Bayus at once.

Teri Bayus went over the event and answered questions from the Board.

There was discussion regarding removing the “Walk of Shame” from the event.

Public Comment:

Susan Stewart, business owner on Morro Bay Blvd., voiced concern regarding these types of events.

Joan Solu asked for clarification of the information presented and agreed the ‘walk of shame’ is not a positive thing to market.

There was Board discussion about limiting the number of crawls each year.

MOTION: Board Member Newton made a motion to do what the committee suggested of \$3,300 as stated. The motion was seconded by Board Member Allen and carried 6-0.

11. WinterFest

[https://youtu.be/LqihQRA31\\_c?t=2h17m](https://youtu.be/LqihQRA31_c?t=2h17m)

Tourism Manager Little stated the event planner for this event was approved last year.

14. Lighted Boat Weekend

[https://youtu.be/LqihQRA31\\_c?t=2h17m18s](https://youtu.be/LqihQRA31_c?t=2h17m18s)

Tourism Manager Little introduced the item.

Public Comment:

Jude Long, Rotary Club of Morro Bay, spoke in support of the event.

MOTION: Board Member Clark moved approval of \$2,000 toward prizes, \$800 for new boat numbers, \$500 to Mental Marketing. The motion was seconded by Board Member Newton and carried 5-1 with Kostecka voting no because the allocations were not clear.

15. Santa House

[https://youtu.be/LqihQRA31\\_c?t=2h23m57s](https://youtu.be/LqihQRA31_c?t=2h23m57s)

Tourism Manager Little stated the recommendation is to award \$800 to Rotary and \$500 to Mental Marketing.

Teri Bayus spoke and answered questions from the Board.

Public Comment:

Joan Solu expressed appreciation for Rotary and suggested supporting with more funds if Santa House was kept open until the weekend before the holiday, when schools will be out.

MOTION: Board Member Newton made a motion for \$800 funding and \$500 for buy with ad agency. The motion was seconded by Board Member Clark and carried 6-0.

16. Santa Crawl

[https://youtu.be/LqihQRA31\\_c?t=2h35m17s](https://youtu.be/LqihQRA31_c?t=2h35m17s)

Tourism Manager Little introduced the item.

Public Comment: None.

MOTION: Board Member Juren made a motion to fund as stated: \$1,600 to the event and \$500 to Mental Marketing. The motion was seconded by Board Member Kostecka and carried 6-0.

17. Snow Day

[https://youtu.be/LqihQRA31\\_c?t=2h36m41s](https://youtu.be/LqihQRA31_c?t=2h36m41s)

Tourism Manager Little introduced the item, and along with Terri Bayus, answered questions from the Board.

Public Comment: None.

MOTION: Board Member Juren made a motion to fund the \$3,500 as suggested by the committee. The motion was seconded by Board Member Allen and carried 6-0.

20. Singles Awareness Day Crawl

[https://youtu.be/LqihQRA31\\_c?t=2h41m3s](https://youtu.be/LqihQRA31_c?t=2h41m3s)

Tourism Manager Little introduced the item and recommended not approving the funding request.

Public Comment: None

MOTION: Board Member Clark made a motion not to approve this event. The motion was seconded by Board Member Kostecka and carried 6-0.

21. Leprechaun Crawl

[https://youtu.be/LqihQRA31\\_c?t=2h42m1s](https://youtu.be/LqihQRA31_c?t=2h42m1s)

Tourism Manager Little introduced the item. The committee recommendation was to approve \$1,000 direct to Friends of the Harbor for advertising and \$500 to Mental Marketing for additional advertising.

Public Comment: None.

MOTION: Board Member Kostecka made a motion to approve the Leprechaun Crawl budget of \$1,000 plus \$500. The motion was seconded by Board Member Allen and carried 6-0.

23. Soaring into Morro Bay

[https://youtu.be/LqihQRA31\\_c?t=2h43m8s](https://youtu.be/LqihQRA31_c?t=2h43m8s)

Tourism Manager Little and Teri Bayus introduced the item and answered questions from the Board.

There was Board discussion regarding the event replacing the kite festival. At the request of Board Member Newton, Joan Solu came forward to the podium to give comments regarding this item.

There was discussion regarding adding the words 'kite festival' to the event title, along with clarifying what will be provided to the Central Coast Funds for Children.

Public Comment: None.

MOTION: Board Member Newton made a motion to approve \$9,000 in funding: \$1,000 in buy in with ad agency, and \$500 for Central Coast Funds for Children for the free kites, contingent upon name approval by TBID by the end of the year. The motion was seconded by Board Member Juren and carried 6-0.

[https://youtu.be/LqihQRA31\\_c?t=2h56m37s](https://youtu.be/LqihQRA31_c?t=2h56m37s)

There was Board discussion regarding time restrictions of Board Members and it was decided to continue until 12:30 p.m.

10. Soupabration

Tourism Manager Little introduced the event.

Kimberly Perez spoke regarding the event and answered questions from the Board.

Public Comment: None

MOTION: Board Member Newton made a motion to support the committee recommendation of \$2,000. The motion was seconded by Board Member Kostecka and carried 6-0.

13. Morro Bay Wild

[https://youtu.be/LqihQRA31\\_c?t=3h1m4s](https://youtu.be/LqihQRA31_c?t=3h1m4s)

Kimberly Perez spoke regarding the event and answered questions from the Board.

Public Comment: None.

MOTION: Board Member Newton made a motion to support Morro Bay Wild with \$500 in funding. The motion was seconded by Board Member Clark and carried 6-0.

Board Member Newton left the meeting at 12:12 p.m.

19. Morro Bay High School Wrestling

[https://youtu.be/LqihQRA31\\_c?t=3h8m3s](https://youtu.be/LqihQRA31_c?t=3h8m3s)

John Andree, Morro Bay High School Athletic Director, spoke regarding the event and answered questions from the Board.

Public Comment: None

MOTION: Board Member Juren made a motion to fund at \$2,750 instead of the \$1,000 recommended by the committee. The motion was seconded by Board Member Allen and carried 5-0. (Board Member Newton absent)

24. Cruisin' Morro Bay Car Show

[https://youtu.be/LqihQRA31\\_c?t=3h11m8s](https://youtu.be/LqihQRA31_c?t=3h11m8s)

Tourism Manager Little introduced the item.

Chris Parker spoke regarding the item and answered questions from the Board.

Public Comment: None.

MOTION: Board Member Kostecka made a motion to fund Cruisin' Morro Bay Car Show at the \$4,500 that we budgeted last year. The motion was seconded by Board Member Allen and carried 5-0. (Board Member Newton absent)

18. Winter Bird Festival

[https://youtu.be/LqihQRA31\\_c?t=3h14m43s](https://youtu.be/LqihQRA31_c?t=3h14m43s)

Tourism Manager Little introduced the item.

Michelle Roest, Co-Chair of the Winter Bird Festival, spoke regarding the event and answered questions from the Board.

Public Comment:

Kimberly Perez spoke in support of the event.

MOTION: Board Member Allen made a motion to fund Winter Bird Festival at \$6,000. The motion was seconded by Board Member Clark and carried 5-0. (Board Member Newton absent)

[https://youtu.be/LqihQRA31\\_c?t=3h23m24s](https://youtu.be/LqihQRA31_c?t=3h23m24s)

Board Member Allen left the meeting at 12:28 p.m.

Tourism Manager Little spoke regarding Installation Grants and shared survey results.

25. Morro Bay Historical Society/Franklin Riley Park

Tourism Manager Little introduced the item.

Glenn Silloway, Susan Stewart and Joan Solu spoke regarding the project and answered questions from the Board.

MOTION: Board Member Clark make a motion to support with \$2,000. The motion was seconded by Board Member Kostecka and carried 4-0. (Board Members Newton and Allen absent)

There was Board consensus to continue the remaining items to the next meeting.

C. DECLARATION OF FUTURE ITEMS

Board Member Kostecka stated he will not be attending the September meeting due to a conflict that existed prior to his placement on the Board.

Board Member Juren also will not be attending the September meeting.

Chair Yates announced this would be Board Member Clark's final meeting and thanked him for his service.

Public Comment:

Joan Solu urged the Board to do an aggressive look at TOT. Ms. Solu also suggested the Board request sales tax figures to look at how marketing is impacting sales tax.

Tourism Manager Little suggested Ms. Solu's request be postponed until the completion of the strategic plan.

D. ADJOURNMENT

The meeting adjourned at 12:55 p.m. The next Regular Meeting will be held on Thursday, September 20, 2018.

Recorded by:

Lori M. Kudzma  
Deputy City Clerk