

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

MEMBERS PRESENT:	Charlie Yates Steve Allen Sean Green Maggie Juren Chris Kostecka	Chair Vice Chair Member Member Member
MEMBERS ABSENT:	Taylor Newton	Member
STAFF PRESENT:	Jennifer Little Lori Kudzma Megan Leininger	Tourism Manager Deputy City Clerk Marketing & Communications Coordinator

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/S81wVhKKUsc?t=15>

Chair Yates called the meeting to order at 9:02 a.m. and established a quorum, with five members present.

PUBLIC COMMENT FOR ITEMS ON THE AGENDA

<https://youtu.be/S81wVhKKUsc?t=56>

None.

Chair Yates welcomed Megan Leininger, the new Marketing & Communications Coordinator for the City of Morro Bay Tourism.

1. APPROVAL OF JULY 19, 2018 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

<https://youtu.be/S81wVhKKUsc?t=97>

MOTION: Board Member Allen moved to approve. The motion was seconded by Board Member Kostecka and carried 5-0.

2. JULY 2018 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT

<https://youtu.be/S81wVhKKUsc?t=166>

Tourism Manager Little went over the report and answered questions from the Board. The report was received and filed.

3. FISCAL YEAR 2018/19 GRANT APPLICATION REVIEW AND APPROVAL/DENIAL CONTINUED FROM AUGUST 16, 2018 MEETING

<https://youtu.be/S81wVhKKUsc?t=251>

Tourism Manager Little reminded everyone this item was continued from the prior meeting and gave an overview of where the Board left off with awarding of grant funds.

A. Tall Ships

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

Public Comment: None.

MOTION: Board Member Kostecka moved to approve \$7,000 for Grays Harbor /Tall Ships. The motion was seconded by Board Member Green and carried 5-0.

B. Morro Bay Beautiful City-Wide Yard Sale

<https://youtu.be/S81wVhKKUsc?t=874>

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

There was discussion regarding the date and potential conflicts.

Public Comment: None.

MOTION: Board Member Allen moved to fund \$1,000 for the Morro Bay City-Wide Yard Sale Weekend. The motion was seconded by Board Member Juren and carried 5-0.

C. Round About Improvements

<https://youtu.be/S81wVhKKUsc?t=1379>

Tourism Manager Little introduced the item.

Glenn Silloway, representing Morro Bay in Bloom, spoke about planting, maintaining the roses, and requested an additional \$350 to cover manure costs. Mr. Silloway answered questions from the Board.

Public Comment:

In response to Board Member Green's concerns, Erica Crawford, Morro Bay Chamber of Commerce, spoke regarding 4MB project and wayfinding signage.

MOTION: Board Member Juren moved to approve \$1,000 for planting of roses on the entry roundabout. The motion was seconded by Board Member Kostecka and carried 4-1, with Board Member Green voting no.

D. Tree Lighting

<https://youtu.be/S81wVhKKUsc?t=2160>

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

There was Board discussion regarding the maintenance of the lighting once installed.

Erica Crawford, Morro Bay Chamber of Commerce, spoke regarding providing and installation of the lights, which does not include maintenance. Ms. Crawford spoke regarding placement of lights and as to why working with an electrician instead of an arborist.

Tourism Manager Little explained that the Board can make a recommendation that will be taken to City Council for approval as this type of award was not budgeted.

There was discussion regarding how prescriptive to be in determining placement of lights.

Erica Crawford, Morro Bay Chamber of Commerce, addressed questions raised by the Board.

Jude Long, co-applicant and president of Rotary, spoke in support of getting the project started.

There was discussion regarding the coordination of funds and who would be lead on the project.

MOTION: Board Member Kostecka made a motion to fund the lighting of Morro Bay Blvd for the amount of \$16,750 with the request for City to maintain these lights in the trees. The motion was seconded by Board Member Green and carried 5-0.

There were no future agenda items.

ADJOURNMENT

<https://youtu.be/S81wVhKKUsc?t=4320>

The meeting adjourned at 10:14 a.m. The next Regular Meeting will be held on Thursday, October 18, 2018.

Recorded by:

Lori M. Kudzma  
Deputy City Clerk