

MINUTES – TOURISM BUSINESS IMPROVEMENT
DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING - October 18, 2018
VETERAN'S MEMORIAL HALL - 9:00A.M.

MEMBERS PRESENT:	Charlie Yates	Chair
	Steve Allen	Vice Chair
	Maggie Juren	Member
	Taylor Newton	Member
	Sean Green	Member
	Chris Kostecka	Member
STAFF PRESENT:	Jennifer Little	Tourism Manager
	Liz Gilson	Tourism Assistant
	Megan Leininger	Marketing & Communications Coordinator
	Jennifer Callaway	Finance Director

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/MPpCs0FTJgs?t=36>

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

BOARD MEMBER ANNOUNCEMENTS - None

<https://youtu.be/MPpCs0FTJgs?t=90>

STAFF ANNOUNCEMENTS

<https://youtu.be/MPpCs0FTJgs?t=96>

Tourism Manager Little made brief announcements.

PUBLIC COMMENT

<https://youtu.be/MPpCs0FTJgs?t=202>

Ken Vesterfelt, Morro Bay resident, representing Morro Bay Cruisin Car Show, thanked the board for the event grant and spoke about the car show. Mr. Vesterfelt also encouraged everyone to get out and vote.

Jamie Wallace Los Osos resident spoke on the current collaboration of Los Osos and Morro Bay regarding promoting the Estuary. Los Osos is using the new tag line "Wildly Adventurous"

A. CONSENT AGENDA

A-1 APPROVAL OF AUGUST 16, 2018 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

<https://youtu.be/MPpCs0FTJgs?t=532>

RECOMMENDATION: Approve as submitted.

MOTION: Board Member Juren made a motion to accept as written. The motion was seconded by Board Member Kostecka and carried 5-0-1, with Board Member Green abstaining due to his absence at the meeting.

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

<https://youtu.be/MPpCs0FTJgs?t=573>

RECOMMENDATION: Receive and file.

Tourism Manager Little went over the report and answered questions from the Board.

There was Board discussion on the relevance of STR (Smith Travel Research) report and its impact on HWY 1 reopening and the need to reconfigure the yearly comparison graph.

Public Comment:

Joan Solu, Morro Bay resident, spoke on the August TOT report and the need to configure the yearly comparison graph, the extra weekend day and its impact on numbers.

Jamie Wallace representing Los Osos TOT commented that Smith Travel Research (STR) statistics are valuable to Tourism.

The report was received and filed.

B. BUSINESS ITEMS

B-1 RECEIVE AND PROVIDE INPUT FOR CITY COUNCIL CONSIDERATION ON THE DRAFT MB TOURISM BUSINESS IMPROVEMENT DISTRICT FUND ACCUMULATION RESERVE POLICY; (FINANCE DIRECTOR)

<https://youtu.be/MPpCs0FTJgs?t=1402>

Finance Director Callaway spoke on the Draft Morro Bay Tourism Business Improvement District Fund Accumulation Reserve Policy and answered questions from the Board. Ms. Callaway stated that the new policy draft will be heard at the City Council meeting October 23, 2018.

There was Board discussion about the specific use of the funds and whether there was a need to fine tune the language.

Public Comment:

Joan Solu, Morro Bay resident, spoke on the importance of having a reserve and being fiscally conservative but not as conservative as staff has suggested. Ms. Solu also spoke on adding wording from the City ordinance as to authorized uses of the funds.

There was Board discussion regarding identifying the specific uses of the funds and whether or not to include language regarding what would happen upon dissolution of the TBID.

Finance Director Callaway summarized the comments from the Board.

B - 2 TBID ACCUMULATION FUND SUPPORT FOR HOSTING AMGEN TOUR OF CALIFORNIA STAGE IN MORRO BAY; (CITY MANAGER & TOURISM MANAGER)

<https://youtu.be/MPpCs0FTJgs?t=2072>

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

Tourism Manager Little introduced Brooke Burnham Vice President of Marketing for Visit SLO CAL. Ms. Burnham spoke on Visit SLO CAL and their commitment to supporting AMGEN 2019 in Morro Bay and answered questions from the Board.

There was Board discussion on hosting the finish in 2019.

Tourism Manager Little recommended that an event planner be hired for the AMGEN event.

Public Comment:

Joan Solu, Morro Bay resident, commented that the finish of the AMGEN race is better for Tourism than the start and spoke on the history of the accumulation fund. She also supports hosting the finish and stated that the finish should be on Morro Bay Blvd. and not Harbor Street or that the City work on beautifying Harbor Street.

Jaime Wallace, Los Osos resident spoke, on the sustainability of AMGEN, its value as a marketing experience for Morro Bay and his experience with its impact on hotels and businesses.

Finance Director Callaway clarified that staff is recommending the creation of a TBID Accumulation Fund that does not currently exist.

MOTION: Board Member Newton made a motion to fund AMGEN in Morro Bay as the finish line for \$55,000 to \$65,000, as a recommendation to Council. The motion was seconded by Board Member Juren.

Board members discussed wanting more clarification on how the AMGEN budget would be spent and wanting to ask the City to participate with additional funding to beautify Harbor Blvd.

The motion was withdrawn.

MOTION: Board Member Newton made a motion for the Board to agree to host the 2019 Amgen "Tour of California" Highway 1 stage finish in Morro Bay and approve use of between \$55,000 to \$65,000 in TBID Accumulation funds to support the associated hosting costs. With the request that City Staff to the best of their abilities to beautify Harbor Blvd. The motion was seconded by Board Member Juren and carried 6 - 0.

The Board took a brief recess at 10:29 a.m.

The Board reconvened at 10:34 a.m. with all members present.

B - 3 SIMPLEVIEW WEBSITE UPDATE; (TOURISM MANAGER)
<https://youtu.be/MPpCs0FTJgs?t=5541>

Tourism Manager Little gave an update on Simpleview's progress in creating the new morrobay.org website and answered questions from the Board.

There was no action for this item.

B - 4 MENTAL MARKETING FIRST QUARTER REVIEW – MARYANN STANSFIELD
<https://youtu.be/MPpCs0FTJgs?t=6604>

Maryann Stansfield from Mental Marketing gave a presentation and answered questions from the Board.

Chair Yates commented on the importance of getting information prior to meetings.

Public Comment:

Joan Solu, Morro Bay resident, commented on the Hwy 1 billboard sign and noted it has not been changed yet.

Ms. Stansfield responded the billboard is in production and will be changed in the next one to two weeks.

C. DECLARATION OF FUTURE ITEMS – None were made

<https://youtu.be/MPpCs0FTJgs?t=8085>

D. ADJOURNMENT

Chair Yates adjourned the meeting at 11:16 a.m. The next regular meeting will be held on Thursday November 15, 2018.

Recorded by:

Liz Gilson

Tourism Assistant