

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

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

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/fJznnBcndEA?t=42>

Chair Yates called the meeting to order at 9:00 a.m. and established a quorum, with six members present.

BOARD MEMBER ANNOUNCEMENTS

<https://youtu.be/fJznnBcndEA?t=80>

Board Member Green spoke regarding the wayfinding signage survey on the City's website and gave an update on the light installation.

STAFF ANNOUNCEMENTS

<https://youtu.be/fJznnBcndEA?t=203>

Tourism Manager Little gave brief updates on several items including: website, strategic plan, Amgen and possible Visitors Center locations.

PUBLIC COMMENT – None.

A. CONSENT AGENDA

<https://youtu.be/fJznnBcndEA?t=566>

A-1 APPROVAL OF SEPTEMBER 25, 2018 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

RECOMMENDATION: Approve as submitted.

A-2 APPROVAL OF OCTOBER 18, 2018 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

RECOMMENDATION: Receive and file.

MOTION: Board Member Juren moved approval of both September 25th and October 18th minutes as they appear in the packet. The motion was seconded by Board Member Allen and carried 6-0.

B. BUSINESS ITEMS

B-1 SEPTEMBER 2018 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT; (TOURISM MANAGER)

<https://youtu.be/fJznnBcndEA?t=604>

Tourism Manager Little went over the September report and answered questions from the Board. There was a discussion regarding the Morro Bay STR data. The report was received and filed.

B-2 **MARKETING AND PUBLIC RELATIONS REVIEW OCTOBER 2018; (TOURISM MANAGER AND MARKETING COMMUNICATIONS COORDINATOR)**
<https://youtu.be/fJznnBcndEA?t=933>

Tourism Manager Little and Marketing Coordinator Leininger gave the presentation and answered questions from the Board.

There was discussion about the billboard on Highway 1.

The report was received and filed.

B-3 **PISMO BEACH OPEN PRESENTATION; (ANDY MCKAY AND/OR TOURISM MANAGER)**
<https://youtu.be/fJznnBcndEA?t=1354>

Tourism Manager Little introduced Andy McKay who gave a presentation on the Pismo Beach Open and answered questions from the Board.

The report was received and filed.

C. **DECLARATION OF FUTURE ITEMS**
<https://youtu.be/fJznnBcndEA?t=2551>

Board Member Green requested a rolling list of future agenda items similar to what is done on the Harbor Advisory Board agenda. Tourism Manager Little stated it will require additional staff time from her department.

Board Member Newton requested a discussion regarding targeting LGBTQ as a focus group for marketing. There was a brief discussion about marketing to a specific demographic vs a broader scope of marketing. Tourism Manager Little suggested she relay this topic to Carl Ribaudo so that it can be addressed during the strategic planning process.

D. **ADJOURNMENT**

The meeting adjourned at 9:49 a.m. The next Regular Meeting is scheduled for December 20, 2018, which may be canceled.

Recorded by:

Lori M. Kudzma
Deputy City Clerk