

MINUTES- TOURISM BUSINESS IMPROVEMENT  
DISTRICT (TBID) ADVISORY BOARD  
SPECIAL MEETING – JANUARY 3, 2019  
VETERAN'S MEMORIAL HALL – 9:00 A.M.

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

ESTABLISH QUORUM AND CALL TO ORDER

Chair Yates called the meeting to order at 9:02 a.m. and established a quorum, with four members present. Board Member Allen joined the meeting at 9:09 a.m.

PUBLIC COMMENT FOR ITEMS ON THE AGENDA – None.

City Manager Collins spoke regarding tourism in Morro Bay.  
Tourism Manager Little welcomed all and introduced Carl Ribaldo of SMG, Inc.  
<https://youtu.be/bW0xgdRsGe4?t=1>

1. DESTINATION TOURISM STRATEGY REPORT BY CARL RIBALDO OF SMG, INC.  
<https://youtu.be/bW0xgdRsGe4?t=64>

Mr. Ribaldo presented the Tourism Strategy Report and answered questions from the Board.

Public Comment:

<https://youtu.be/bW0xgdRsGe4?t=5336>

Neil Farrell spoke on a past presentation he had made regarding changing signage on Hwy 1. Mr. Farrell will send a copy to Tourism Manager Little.

Janice Peters, By the Sea Productions, spoke about the theater group and the work they are doing and their willingness to work with Tourism department. Ms. Peters also stated that the City needs a conference center.

Ken McMillen, restaurant owner, spoke on the general problem with the town being micromanaged and the need to let groups that work to improve the City, and that work for the City do their jobs. He also stated that whenever there is a change in City government new studies and plans are asked for.

Judy Salamacha, Maritime Museum, asked what stories Mr. Ribaldo read that attracted him to Morro Bay.

Don Maruska asked how to best get out the message about all the small unique activities and attractions in Morro Bay and marketing them.

Erica Crawford, Morro Bay Chamber of Commerce, spoke about the Chamber's Economic Development Strategic Plan they are working on and asked how Chamber of Commerce and the Tourism Department could best work together.

Bonnie Jones spoke on volunteering at the Maritime Museum and the demographics gathered in speaking with visitors to the Museum.

Mr. Ribaldo responded to questions and made closing comments.

Board Member Newton requested Mental Marketing bring concepts on how they will implement recommendations made in the Strategic Plan. City Manager Collins reminded all the plan must go to City Council before it is accepted and suggested having Mental Marketing wait until after direction from Council.

#### ADJOURNMENT

The meeting adjourned at 10:59 a.m. The next Regular Meeting will be held on January 17, 2019.

Recorded by:

Liz Gilson  
Tourism Assistant