

MINUTES- TOURISM BUSINESS IMPROVEMENT
DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – JANUARY 17, 2019
VETERAN'S MEMORIAL HALL – 9:00 A.M.

MEMBERS PRESENT:	Charlie Yates	Chair
	Steve Allen	Vice Chair
	Taylor Newton	Member
	Chris Kostecka	Member
	Sean Green	Member
MEMBERS ABSENT:	Maggie Juren	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/prJNgAJyk6I?t=21>

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

BOARD MEMBER ANNOUNCEMENTS

<https://youtu.be/prJNgAJyk6I?t=50>

Chair Yates spoke regarding the Winter Bird Festival.

STAFF ANNOUNCEMENTS

<https://youtu.be/prJNgAJyk6I?t=68>

Tourism Manager Little spoke made brief announcements.

PUBLIC COMMENT

<https://youtu.be/prJNgAJyk6I?t=379>

Jayne Behman, Bayfront Inn, requested more communication from Board Members to stakeholders and weekly emails from the Tourism Manager. Ms. Behman also requested there be follow-up to events to determine what did/did not work.

A. CONSENT AGENDA - None

B. BUSINESS ITEMS

B-1 OCTOBER AND NOVEMBER 2018 TRANSIENT OCCUPANCY TAX (TOT) REPORTS AND YEAR OVER YEAR TOT REPORTS; (TOURISM MANAGER)

<https://youtu.be/prJNgAJyk6I?t=634>

Tourism Manager Little went over the October and November reports and answered questions from the Board. Ms. Little noted a correction to the November TOT Report – the ADR should be \$116.

Public Comment:

Jayne Behman suggested a notation regarding Highway 1 being open. Ms. Behman also spoke regarding JackRabbit searches vs referrals.

Joan Solu asked that the October TOT ADR be corrected to \$118 and suggested it be re-submitted.

Tourism Manager Little will check the ADR with the finance department.

Maryann Stansfield from Mental Marketing spoke regarding the Jack Rabbit question.

The reports were received and filed.

B-2 6-MONTH AGENCY REVIEW PART-1 PRESENTATION BY MARYANN STANSFIELD, MENTAL MARKETING

<https://youtu.be/prJNgAJyk6I?t=1237>

Maryann Stansfield from Mental Marketing gave a presentation and answered questions from the Board. Ms. Stansfield noted that Part 2 – How to Implement the Strategic Plan – will be presented next month.

Public Comment:

Joan Solu spoke regarding information in the report and also expressed interest in what is going to be done to promote Amgen. Specifically, Ms. Solu asked about the previous Mental Marketing Amgen commercial.

The report was received and filed.

B-3 SIMPLVIEW WEBSITE UPDATE PRESENTATION (MARKETING COORDINATOR)

<https://youtu.be/prJNgAJyk6I?t=4388>

Marketing Coordinator Leininger gave the status update on the website and, along with Tourism Manager Little, answered questions from the Board.

The website is anticipated to launch mid-late April.

Public Comment:

Jayne Behman spoke about the importance of getting analytics and reports.

B-4 AMGEN UPDATE (TOURISM MANAGER)

<https://youtu.be/prJNgAJyk6I?t=4913>

Tourism Manager Little gave an update on Amgen activities and answered questions from the Board.

Public Comment:

Jayne Behman asked if it is possible for hotels to access the Amgen commercial.

C. DECLARATION OF FUTURE ITEMS

<https://youtu.be/prJNgAJyk6I?t=5281>

Board Member Newton asked for an update on vacation rentals and RV parks. Tourism Manager Little stated March would be a good time to bring that back.

Board Member Green suggested a discussion regarding the creation of a list of infrastructure items for public benefit to have ready to present if asked for ideas. Tourism Manager Little let the Board know this will be coming back during the 2019/20 budget process.

D. ADJOURNMENT

The meeting adjourned at 10:34 a.m. The next Regular Meeting will be February 21, 2019.

Recorded by:

Lori M. Kudzma
Deputy City Clerk