

MINUTES – TOURISM BUSINESS IMPROVEMENT  
DISTRICT (TBID) ADVISORY BOARD  
REGULAR MEETING – FEBRUARY 21, 2019  
VETERAN'S MEMORIAL HALL – 9:00AM

MEMBERS PRESENT: Charlie Yates Chair  
Steven Allen Vice Chair  
Chris Kosteka Member  
Isaac Su Member  
Joan Solu Member  
Nancy Dickenson Member  
Amish Patel Member

STAFF PRESENT: Jennifer Callaway Finance Director  
Jennifer Little Tourism Manager  
Liz Gilson Tourism Administrative Assistant  
Megan Leininger Marketing & Communications Coordinator

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/29lvLQPrwGQ?t=28>

Chair Yates called the meeting to order at 9:01 a.m. and established a quorum, with 7 members present. Chair Yates asked all Board Members to introduce themselves.

MOMENT OF SILENCE  
PLEDGE OF ALLEGIANCE

BOARD MEMBER ANNOUNCEMENTS

<https://youtu.be/29lvLQPrwGQ?t=297>

Board Member Solu announced the upcoming Dixon Spaghetti Fund Raiser and urged everyone to attend.

STAFF ANNOUNCEMENTS

<https://youtu.be/29lvLQPrwGQ?t=398>

Tourism Manager Little gave brief updates on several items including: the new hotel Salty Sisters at Morro Rock, Visit California Forum attended by Little, AMGEN, and new photos being taken of hotels.

PUBLIC COMMENT

<https://youtu.be/29lvLQPrwGQ?t=880>

Sean Donahoe introduced himself and spoke regarding cannabis and how it will fit into hospitality.

Erica Crawford, Morro Bay Chamber of Commerce President, introduced the Chamber to new members of the Board. Ms. Crawford also spoke regarding a Chamber event Squeaky Wheel, which will discuss advocacy through government affairs community.

A. CONSENT AGENDA

<https://youtu.be/29lvLQPrwGQ?t=1223>

A-1 APPROVAL OF NOVEMBER 15, 2018, TOURISM BUSINESS IMPROVEMENT DISTRICT  
(TBID) ADVISORY BOARD MEETING MINUTES

RECOMMENDATION: Approve as submitted.

A-2 APPROVAL OF JANUARY 3, 2019, TOURISM BUSINESS IMPROVEMENT (TBID) ADVISORY BOARD SPECIAL MEETING MINUTES

RECOMMENDATION: Approve as submitted.

A-3 APPROVAL OF JANUARY 17, 2019, TOURISM BUSINESS IMPROVEMENT (TBID) ADVISORY BOARD MEETING MINUTES

RECOMMENDATION: Approve as submitted.

A-4 APPROVAL OF MENTAL MARKETINGS REPORTS FOR DECEMBER 2018

RECOMMENDATION: Approve as submitted.

Board Member Solu requested the correction be made to the October 2018 ADR as noted in January 17, 2019 TBID meeting minutes.

MOTION: Board Member Allen moved approval of A-1 through A-4. The motion was seconded by Board Member Kostecka and carried 7-0.

B. BUSINESS ITEMS

B-1 DECEMBER 2108 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT; (TOURISM MANAGER)  
<https://youtu.be/29lvLQPrwGQ?t=1421>

Tourism Manager went over the December report and answered questions from the Board. There was a discussion regarding the decrease in the number of visitors in 2018.

Public Comment:

Amit, owner of Harbor House, spoke regarding serving breakfast and tour buses. He also spoke about the boat parade.

The report was received and filed.

B-2 NOMINATION AND ELECTION OF MEMBERS FOR CHAIR AND VICE CHAIR POSITIONS  
<https://youtu.be/29lvLQPrwGQ?t=2127>

Tourism Manager Little asked for nominations. Member Solu suggested keeping the existing Chair and Vice Chair. Chair Yates and Vice Chair Allen were open to remaining in their positions.

MOTION: Board Member Solu moved that Board Member Yates serve as Chair and Steven Allen as Vice Chair. The motion was seconded by Board Member Kostecka and carried 7-0.

B-3 PRESENTATION FROM GRANTEE FOR WINTERFEST 2018 (TERI BAYUS)  
<https://youtu.be/29lvLQPrwGQ?t=2252>

Tourism Manager Little spoke about the Tall Ships and how Teri Bayus helped to promote them even though it was not part of her event planner duties during Winterfest.

Ms. Bayus spoke about the Central Coast Writers Conference and answered questions from the Board.

Ms. Bayus Spoke about Winterfest and the multiple events including Santa House, City Wide Tree Lighting, Lighted Boat Parade Preview, Lighted Boat Parade, Paddle Parade, Santa Crawl, Ginger Bread House building competition and Real Sow in Tidelands park and Elf on the Shelf competition and answered questions from the Board.

**B-4 APPROVAL OF 2019 SEASON VISITOR GUIDE DESIGN CONCEPTS**

<https://youtu.be/29lvLQPrwGQ?t=4390>

Tourism Manager Little presented eleven options for the 2019 Visitor Guide front cover for the Board to review and approve their choice of four. Maryann Stansfield from Mental Marketing asked that the Board keep in mind key differentiators while deciding on choices.

There was Board consensus on four covers: the surfer, family walking on beach, painter, and runner.

**MOTION:** Vice Chair Allen moved to approve the four choices agreed on by Board. The motion was seconded by Board Member Patel and carried 7-0.

**B-5 6-MONTH REVIEW OF MENTAL MARKETING AND BRAND PRESENTATION**

<https://youtu.be/29lvLQPrwGQ?t=5415>

Tourism Manager Little introduced Mental Marketing staff to new Board Members. Maryann Stansfield presented the strategic plan and brand approach with examples that they are taking. The Board commented and asked questions.

Board Member Kostecka left the meeting at 10:45 a.m.  
The report was received and filed.

<https://youtu.be/29lvLQPrwGQ?t=8024>

The Board took a brief recess at 11:10 a.m. and reconvened at 11:17 a.m. with 6 members present.

Council Member Davis, liaison to the TBID Board, welcomed the new Board Members and congratulated Chair Yates and Vice Chair Allen for continuing as Chair and Vice Chair.

**B-6 MID-YEAR BUDGET REPORT FOR FISCAL YEAR 2018-2019 (TOURISM MANAGER)**

<https://youtu.be/29lvLQPrwGQ?t=8110>

Tourism Manager Little with Finance Director Callaway presented the mid-year budget and answered questions from the Board. Finance Director Callaway stated that \$11,163 would need to be reimbursed to the City this fiscal year and the mid-year budget will be presented to City Council at their next meeting.

**MOTION:** Board Member Solu moved to wait until the end of the 3<sup>rd</sup> quarter to do a true-up on the general fund monies and decide then whether we are going to take it from the accumulation fund or another line item. The motion was seconded by Board Member Dickenson and carried 6-0-1, with Board Member Kostecka absent.

**MOTION:** Board Member Solu moved to ask the City Council to reconsider line item number 4912 on the mid-year budget for the BID (\$15,827) because we're a newly developed department and did not have any staffing that would have caused this line item back in 2008. The motion was seconded by Board Member Dickenson and carried 6-0-1, with Board Member Kostecka absent.

There was a brief discussion regarding the general fund contribution and the budget timing.

Chair Yates had a request to recall (Item B-4) the Visitor Guide Picture of Morro Rock and Beach for more discussion. Board Member Su asked that 5 not 4 covers be chosen with the Rock and

Beach picture as the fifth. Tourism Manager Little stated that she would check and see if it was within the budget to do so.

C. DECLARATION OF FUTURE AGENDA ITEMS

<https://youtu.be/29lvLQPrwGQ?t=9478>

Chair Yates explained future agenda items to new Board Members.

Board Member Solu suggested a discussion regarding and possible changes to the City TOT report and the TOT graph created by Tourism office for monthly report.

Board Member Allen suggested the issue of Vacation rentals and R.V. Parks. There was Board consensus to add this item to the next agenda.

D. ADJOURNMENT

The meeting was adjourned at 11:45 a.m.

The next Regular Meeting is scheduled for March 21, 2019.

Recorded by:

Liz Gilson  
Tourism Administrative Assistant