

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

MEMBERS PRESENT:	Steven Allen	Vice Chair
	Isaac Su	Member
	Joan Solu	Member
	Nancy Dickenson	Member
	Amish Patel	Member
ABSENT:	Chris Kostecka	Member
	Charlie Yates	Chair
STAFF PRESENT:	Scott Collins	City Manager
	Jennifer Little	Tourism Manager
	Lori Kudzma	Deputy City Clerk
	Megan Leininger	Marketing & Communications Coordinator

ESTABLISH QUORUM AND CALL TO ORDER

Vice Chair Allen called the meeting to order at 9:01 a.m. with 5 members present. Chair Yates and Board Member Kostecka were absent.

MOMENT OF SILENCE
PLEDGE OF ALLEGIANCE

BOARD MEMBER ANNOUNCEMENTS

<https://youtu.be/xaDC0TufEo0?t=1>

Board Member Solu made a brief announcement.

STAFF ANNOUNCEMENTS

<https://youtu.be/xaDC0TufEo0?t=4>

City Manager Collins spoke regarding the upcoming City Council Goals Session and the survey on Polco.

Tourism Manager Little spoke regarding the upcoming annual meeting and announced the new morrobay.org website will go live April 10th. Ms. Little also gave a brief Amgen update.

City Manager Collins gave an update on the downtown tree lighting.

PUBLIC COMMENT

<https://youtu.be/xaDC0TufEo0?t=381>

Sean Green, vacation rental permit holder and former TBID Board Member, spoke regarding Item B-2. Mr. Green spoke in support of the Board and staff staying away from the outreach process as much as possible. Mr. Green would like to see TBID Board support for the 250 licensed vacation rentals; enforcement of unlicensed rentals; transparency and inclusion in the process.

A. CONSENT AGENDA

<https://youtu.be/xaDC0TufEo0?t=583>

A-1 APPROVAL OF FEBRUARY 21, 2019, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID)
ADVISORY BOARD MEETING MINUTES

RECOMMENDATION: Approve as submitted.

MOTION: Board Member Solu moved approval of A-1. The motion was seconded by Board Member Dickenson and carried 5-0-2.

A-2 APPROVAL OF MENTAL MARKETINGS REPORTS FOR FEBRUARY 2019

RECOMMENDATION: Approve as submitted.

MOTION: Board Member Solu moved approval of Item A-2. The motion was seconded by Board Member Patel and carried 5-0-2.

Marketing Communications Coordinator Leininger went over the February marketing report.

B. BUSINESS ITEMS

B-1 JANUARY 2019 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT; (TOURISM MANAGER)
<https://youtu.be/xaDC0TufEo0?t=911>

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

There was brief discussion regarding possible formation of a subcommittee to discuss TOT reporting.

Public Comment: None.

The report was received and filed.

There was a brief discussion regarding sensitivity of using the word 'Mecca' in the hashtag program.

B-2 UPDATE TO POTENTIALLY INCLUDING VACATION RENTALS AND RECREATIONAL VEHICLE PARKS IN THE TBID ASSESSMENT & HIRING OF A LIAISON FOR RELATED COMMUNITY OUTREACH
<https://youtu.be/xaDC0TufEo0?t=1203>

Tourism Manager Little gave the report and, along with City Manager Collins, answered questions from the Board.

There was Board consensus to use a neutral party to conduct outreach.

Public Comment:

Maggie Juren, Beach-N-Bay Getaways, spoke regarding the need to show vacation rentals the value they will get out of being added to the TBID and the need for support on vacation rental regulations.

Nick Juren, Beach-N-Bay Getaways and URelax Vacation Rentals, spoke regarding the need for a lower contribution percentage for vacation rentals. Mr. Juren stated they would support a 1% contribution without the requirement for individual listings.

There was Board discussion regarding timing.

Lori Keller introduced herself and answered questions from the Board.

MOTION: Board Member Solu moved to approve the contract for outreach to vacation rentals/RV parks through Lori Keller's company for the outreach to begin the process of possibly including them in an assessment district. The motion was seconded by Board Member Dickenson and carried 5-0-2.

MOTION: Board Member Solu moved that through the process of staff and outreach that we attempt to have a solid outcome by May and report back to this Board in May on progress and that we make a decision regarding this issue no later than September of 2019. The motion was seconded by Board Member Dickenson and carried 5-0-2.

C. DECLARATION OF FUTURE AGENDA ITEMS

<https://youtu.be/xaDC0TufEo0?t=4150>

Board Member Solu suggested and there was full support to bring back an item to establish a subcommittee to review TOT reporting.

D. ADJOURNMENT

The meeting was adjourned at 10:17 a.m.

The next Regular Meeting is scheduled for April 18, 2019.

Recorded by:

Lori M. Kudzma
Deputy City Clerk