

MINUTES – TOURISM BUSINESS IMPROVEMENT  
DISTRICT (TBID) ADVISORY BOARD  
REGULAR MEETING – APRIL 18, 2019  
FIRE STATION TRAINING ROOM – 9:45AM

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

STAFF PRESENT:	Scott Collins	City Manager
	Jennifer Little	Tourism Manager
	Lori Kudzma	Deputy City Clerk

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/qeWdSBF8UMQ?t=3>

Chair Yates called the meeting to order at 9:48 a.m. with all members present.

MOMENT OF SILENCE

PLEDGE OF ALLEGIANCE

BOARD MEMBER ANNOUNCEMENTS

Board Member Solu made a brief announcement about the Morro Bay High School Boys golf team.

STAFF ANNOUNCEMENTS – None.

PUBLIC COMMENT

<https://youtu.be/qeWdSBF8UMQ?t=127>

Sean Green spoke regarding Item B-2. Mr. Green recommended phrasing of the general fund allocation that supports funding infrastructure and other adjacent type improvements to the City rather than earmarking those funds for general marketing, ad buys, sponsorships or events.

Val Seymour spoke regarding the need for a parking management plan.

A. CONSENT AGENDA

A-1 APPROVAL OF MENTAL MARKETING'S REPORTS FOR MARCH 2019

<https://youtu.be/qeWdSBF8UMQ?t=377>

RECOMMENDATION: Approve as submitted.

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

B. BUSINESS ITEMS

B-1 FEBRUARY 2019 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT; (TOURISM MANAGER)

<https://youtu.be/qeWdSBF8UMQ?t=411>

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

The report was received and filed.

B-2 REVIEW OF CITY GENERAL FUND ALLOCATION TO TOURISM

<https://youtu.be/qeWdSBF8UMQ?t=917>

City Manager Collins gave the report and answered questions from the Board.

There was Board discussion regarding event funding and the possibility of funding infrastructure improvements.

Public Comment:

Amit Patel spoke regarding the need to reconsider each line item in the budget.

Susan Stewart spoke regarding the possibility of using vacation rental and RV park assessments for needed infrastructure improvements.

Amish Patel, Morro Crest Inn, suggested considering the addition of restaurants to the TBID.

Amit Patel suggested that if an event makes a profit there should be an agreement they return the funds received from TBID.

Erica Crawford, Morro Bay Chamber of Commerce, spoke regarding the Avocado Margarita Festival and how it is a beneficiary program and how the funds are donated to local nonprofits.

There was further Board discussion regarding the amount to recommend the City Council provide from the General Fund. There was also Board discussion about having the discussion with vacation rentals and RV parks sooner rather than later.

MOTION: Board Member Kostecka moved the TBID Board suggest to cut funding to the transfers in from the general fund contribution from the current \$157,000 to \$75,000. The motion was seconded by Board Member Patel and carried 6-1, with Board Member Allen voting no.

B-3 WINE MERCHANT CO-OP FOR 2019 ADDED-VALUE PROMOTION

<https://youtu.be/qeWdSBF8UMQ?t=4749>

Tourism Manager Little gave the report and answered questions from the Board.

Public Comment: None.

There was Board discussion regarding duration of the promotion.

MOTION: Board Member Allen moved to approve staff to move forward with the RFP for the wine merchant co-op. The motion was seconded by Board Member Kostecka. There was clarifying discussion that the motion was for the full two months. The motion carried 7-0.

C. DECLARATION OF FUTURE AGENDA ITEMS  
None

D. ADJOURNMENT  
The meeting adjourned at 11:18 a.m.  
The next Regular Meeting is scheduled for May 16, 2019.

Recorded by:

Lori M. Kudzma  
Deputy City Clerk