

MINUTES – TOURISM BUSINESS IMPROVEMENT  
DISTRICT (TBID) ADVISORY BOARD  
REGULAR MEETING – JUNE 20, 2019  
VETERANS MEMORIAL HALL – 9:00AM

MEMBERS PRESENT:	Charlie Yates Steven Allen Isaac Su Joan Solu Amish Patel Chris Kostecka	Chair Vice Chair Member ( <i>arrived at 9:03 am</i> ) Member Member Member
ABSENT:	Nancy Dickenson	Member
STAFF PRESENT:	Jennifer Little Heather Goodwin Megan Leininger	Tourism Manager Deputy City Clerk Marketing & Communications Coordinator

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/w4QD8yBQCxc?t=38>

Chair Yates called the meeting to order at 9:01 a.m. and established a quorum, with five members present, with Board Member Dickenson absent and Board Member Su arriving at 9:03 a.m.

MOMENT OF SILENCE  
PLEDGE OF ALLEGIANCE

BOARD MEMBER ANNOUNCEMENTS – None.

STAFF ANNOUNCEMENTS

<https://youtu.be/w4QD8yBQCxc?t=128>

Tourism Manager Little gave brief announcements and introduced new Deputy City Clerk Heather Goodwin.

Public Comment:  
None

A. CONSENT AGENDA

<https://youtu.be/w4QD8yBQCxc?t=265>

A-1 APPROVAL OF APRIL 18, 2019, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID)  
ADVISORY BOARD MEETING MINUTES

RECOMMENDATION: Approve as submitted.

A-2 APPROVAL OF MAY 16, 2019, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID)  
ADVISORY BOARD MEETING MINUTES

RECOMMENDATION: Approve as submitted.

A-3 APPROVAL OF MENTAL MARKETING REPORTS FOR MAY 2019

RECOMMENDATION: Approve as submitted.

MOTION: Board Member Solu moved approval of A-1 through A-3. The motion was seconded by Vice Chair Allen and carried 6-0-1, with Board Member Dickenson absent.

B. BUSINESS ITEMS

B-1 APRIL 2019 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT

<https://youtu.be/w4QD8yBQCxc?t=293>

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

There was board member discussion regarding shuffling the property listings that are seen on Jack Rabbit. Tourism Manager Little state that she would check to see if shuffling the properties is a possibility and would provide an update to the board.

Public Comment:  
None

The report was received and filed.

B-2 UPDATE ON OUTREACH TO VACATION RENTAL AND RV PARK OWNERS AND OPERATORS FROM CONSULTANT LORI KELLER

<https://youtu.be/w4QD8yBQCxc?t=529>

Tourism Manager Little gave an update on the outreach efforts regarding the Vacation Rental and RV Park Owners and answered questions from the Board. It is noteworthy to mention that Consultant Lori Keller was unable to attend today's TBID meeting.

Public Comment:  
None

MOTION: Board Member Solu moved approval to: 1) Continue additional outreach with consultant Lori Keller for one additional outreach meeting with Vacation Rentals and to bring back a full report at the July TBID board meeting; 2) To continue to meet the boards October deadline and to have this issue resolved; and 3) Staff to provide the TBID economic and budget projections at the July TBID meeting. The motion was seconded by Vice Chair Allen and carried 6-0-1, with Board Member Dickenson absent.

B-3 GRANT EVALUATION RECOMMENDATIONS FOR FISCAL YEAR 2019-20

<https://youtu.be/w4QD8yBQCxc?t=2360>

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

Public Comment  
None

MOTION: Vice Chair Allen moved approval to recommend to the City Council to approve the subcommittees recommendation with the following amendments: 1) Increase

the dollar amounts for “Length of Event” (packet page 50) for the 2-day event to \$1000 and the 3+ day event to \$1500; 2) For “Total Visitors to the Event”(packet page 51), change the dollar amount for 0-300 daily visitors to \$500 and correct the section that says 1000-9000 daily visitors to reflect 2000+ daily visitors for \$1000, and remove the line item for 9000+ daily visitors for \$500 completely. The motion was seconded by Board Member Su and carried 6-0-1, with Board Member Dickenson absent.

**B-4 PATRIOTS PRIDE 4<sup>TH</sup> OF JULY WEEK**  
<https://youtu.be/w4QD8yBQCxc?t=3665>

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

**Public Comment:**

Amit Patel, local business owner, opined if there was enough time for the proposed event; spoke on raising TOT and an article that was posted in the City of San Diego.

In response to public comment, Tourism Manager Little stated there is sufficient funds to cover the event, noted that the event and boat help to promote people to stay during the weeklong event.

**MOTION:** Board Member Solu moved the Board approval to 1) Put up to \$5000 of marketing dollars towards the Patriots Pride and Family Fun week development for this year and if there are any funds left over start a plan for next year; and 2) Approve logo B. The motion was seconded by Board Member Kostecka and carried 6-0-1, with Board Member Dickenson absent.

Board Member Su left the dais at 10:17 a.m.

**MOTION:** Board Member Solu moved the Board to replace the rockets on logo B with Morro Rock. The motion was seconded by Board Member Patel and carried 5-0-2, with Board Members Dickenson and Su absent.

Board Member Su returned to the dais at 10:19 a.m.

**B-5 FISCAL YEAR 2019/20 MARKETING PLAN REVIEW**  
<https://youtu.be/w4QD8yBQCxc?t=4698>

Mental Marketing gave the report and answered questions from the Board.

Board Member Kostecka left the meeting at 10:24 pm.

There was board member discussion regarding seafood pitch requests and messaging.

**Public Comment:**

None

**MOTION:** Vice Chair Allen moved the Board recommend to approve the Fiscal Year 2019/20 Marketing Plan. The motion was seconded by Board Member Solu and carried 5-0-2, with Board Members Dickenson and Kostecka absent.

C. DECLARATION OF FUTURE AGENDA ITEMS – None.

<https://youtu.be/w4QD8yBQCxc?t=6009>

Chair Yates announced that the Morro Bay Skate Park Museum is having its grand reopening this weekend and encouraged the board to get their picture taken with Farrah Fawcett.

D. ADJOURNMENT

The meeting adjourned at 10:41 a.m.

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

Recorded by:

Heather Goodwin  
Deputy City Clerk