

MINUTES – TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD  
REGULAR MEETING – SEPTEMBER 19, 2019  
VETERANS MEMORIAL HALL – 9:00AM

|                  |  |  |
|------------------|--|--|
| MEMBERS PRESENT: | Charlie Yates<br>Steven Allen<br>Joan Solu<br>Nancy Dickenson<br>Amish Patel<br>Chris Kostecka | Chair<br>Vice Chair<br>Member<br>Member<br>Member<br>Member                    |
| ABSENT:          | Isaac Su   | Member   |
| STAFF PRESENT:   | Jennifer Little<br>Heather Goodwin<br>Megan Leininger  | Tourism Manager<br>Deputy City Clerk<br>Marketing & Communications Coordinator |

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/ySlyzf57DCU?t=29s>

Chair Yates called the meeting to order at 9:02 a.m. with six members present.

MOMENT OF SILENCE  
PLEDGE OF ALLEGIANCE

BOARD MEMBER ANNOUNCEMENTS-NONE

STAFF ANNOUNCEMENTS-NONE

PUBLIC COMMENT-NONE

PRESENTATION

Aquarium Presentation by Christine Johnson

<https://youtu.be/ySlyzf57DCU?t=2m40s>

Christine Johnson, Central Coast Aquarium Executive Director, gave a brief presentation on the Central Coast Aquarium and responded to board questions.

A. CONSENT AGENDA

<https://youtu.be/ySlyzf57DCU?t=26m5s>

A-1 APPROVAL OF AUGUST 15, 2019, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

RECOMMENDATION: Approve as submitted.

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

B. BUSINESS ITEMS

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

<https://youtu.be/ySlyzf57DCU?t=26m37s>

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

Public Comment:

None

Chair Yates closed public comment.

MOTION: Board Member Allen moved approval to receive and file the July 2019 Transient Occupancy Tax report and Year Over Year TOT report. The motion was seconded by Board Member Kostecka and carried 6-0-1, with Board Member Su absent

B-2 APPROVAL OF MENTAL MARKETING REPORTS FOR AUGUST 2019 (MARKETING COORDINATOR)

<https://youtu.be/ySlyzf57DCU?t=28m37s>

Marketing & Communications Coordinator Leininger gave the presentation and answered questions from the board.

There was board member discussion as to why Fresno was not listed in the report on page 12 under "Origin Market for Hotel Searches". Tourism Manager Little stated that she would check into why it was not listed and would provide an update to the board.

Public Comment:

None

Chair Yates closed public comment.

MOTION: Board Member Solu moved approval to receive and file the Mental Marketing reports for August 2019. The motion was seconded by Board Member Dickenson and carried 6-0-1, with Board Member Su absent

B-3 CONSIDERATION OF THE MORRO BAY TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) SUPPLEMENTAL ANNUAL REPORT AND CONTINUATION OF THE TBID ASSESSMENT FOR FY 2019/20 WITH THE INCLUSION OF VACATION RENTALS (VR'S); (TOURISM MANAGER)

<https://youtu.be/ySlyzf57DCU?t=36m20s>

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

Public Comment:

Chuck Davison, Visit San Luis Obispo County CEO, spoke about Visit SLO CAL's website; stated that they would like to help in migrating vacation rentals to the City's website in the future.

Chair Yates closed public comment.

There was discussion about adding the words Vacation Rentals (VR) on page 47 to all hotel/motel sections to the annual report for recommendation number one and changing "events expenses" to "grants expenses" for recommendation number two. By consensus, the board agreed to make those changes to the recommendations.

MOTION: Board Member Dickenson moved the Board to:

- 1) Review and approve the Supplemental Fiscal Year 2019-20 Annual Report for expenditure of funds to be derived from the addition of Vacation Rentals (VR's) and recommend City Council continue the 3% TBID Assessment in FY 2019-20, the supplemental report both providing a supplemental recommendation on changes to the basis and method of levying the assessments, and any changes in the classification of businesses, and further addressing the effect of those proposed changes on the six required elements of the Annual Report and add Vacation Rentals (VR) to all hotel/motel sections to the annual report, as amended; and
- 2) Recommend that City Council approve moving \$10,000 from the accumulation fund to the TBID FY 2019-20 Budget for visiting journalists and change events expenses to grants expenses, as amended; and
- 3) Recommend that City Council honor vacation rental contracts put in place prior to VRs being added to the TBID for stays in Morro Bay up through June 30, 2020, with all stays thereafter being assessed the 3 percent TBID assessment regardless of contract execution date.

The motion was seconded by Board Member Kostecka and carried 6-0-1, with Board Member Su absent.

B-4 RENEWAL OF THE SAN LUIS OBISPO COUNTY TOURISM MARKETING DISTRICT - PRESENTATION BY VISIT SLOCAL (SLOCAL CEO - 30 MINUTES)

<https://youtu.be/ySlyzf57DCU?t=1h4m41s>

Tourism Manager Little introduced the item and Visit San Luis Obispo County CEO Chuck Davison gave the presentation and answered questions from the Board.

Public Comment:

None

Chair Yates closed public comment.

MOTION: Board Member Solo moved the Board to recommend to the City Council to adopt a resolution consenting to the renewal of the San Luis Obispo County Tourism Marketing District. The motion was seconded by Board Member Kostecka and carried 6-0-1, with Board Member Su absent.

C. DECLARATION OF FUTURE AGENDA ITEMS

<https://youtu.be/ySlyzf57DCU?t=2h15m17s>

Chair Yates asked that the public restrooms at the Rock be better maintained.

Board Member Kostecka asked Tourism Manger Little to come up with marketing ideas that are directed towards the Central Valley or indicate why it is not a good use of funds.

D. ADJOURNMENT

The meeting adjourned at 11:20 a.m.

The next Regular Meeting is scheduled for October 17, 2019.

Recorded by:

Heather Goodwin  
Deputy City Clerk