

MINUTES – TOURISM BUSINESS IMPROVEMENT
DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – OCTOBER 17, 2019
VETERANS MEMORIAL HALL – 9:00AM

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

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/TWQVO1XC4Es?t=22>

Chair Yates called the meeting to order at 9:03 a.m. with six members present.

MOMENT OF SILENCE

PLEDGE OF ALLEGIANCE

BOARD MEMBER ANNOUNCEMENTS

<https://youtu.be/TWQVO1XC4Es?t=99>

Board Member Solu made a brief announcement regarding Morro Bay High School's upcoming Homecoming event.

STAFF ANNOUNCEMENTS

<https://youtu.be/TWQVO1XC4Es?t=129>

Tourism Manager Little provided brief announcements.

PUBLIC COMMENT

<https://youtu.be/TWQVO1XC4Es?t=268>

Janice Peters, Morro Bay, representing By the Sea Productions, announced that tickets for War of the Worlds are on sale for \$10 and a reading is happening this weekend October 18-20; stated that it's a live staged reading of the 1938 radio show that shook the world. The show will be played at St. Peters Church.

Nancy Castle, Morro Bay, announced that Thanksgiving dinner is underway, noted that historically 600 dinners are served, and all are welcomed and donations are accepted. Volunteers can contact the Senior Center.

Chair Yates closed public comment

A. CONSENT AGENDA

<https://youtu.be/TWQVO1XC4Es?t=503>

A-1 APPROVAL OF SEPTEMBER 19, 2019, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

MOTION: Board Member Solu moved the board to approve the September 19, 2019 Tourism Business Improvement District (TBID) Advisory Board Meeting Minutes. The motion was seconded by Vice Chair Allen and carried 6-0-1 with Board Member Kostecka Absent.

B. BUSINESS ITEMS

B-1 PRESENTATION - UPDATE ON PUBLIC SAFETY POWER SHUT-OFF (FIRE DEPARTMENT)

<https://youtu.be/TWQVO1XC4Es?t=533>

Fire Chief Knuckles made a presentation and answered questions from the Board.

Public Comment:
None

Chair Yates closed public comment.

The presentation was received and filed.

B-2 AUGUST 2019 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT (TOURISM MANAGER)

<https://youtu.be/TWQVO1XC4Es?t=1480>

Tourism Manager Little went over the August reports and answered questions from the Board.

Public Comment:
None

Chair Yates closed public comment.

MOTION: Board Member Solu moved the Board to approve the August 2019 Transient Occupancy Tax (TOT) report and Year Over Year TOT report as submitted online. The motion was seconded by Vice Chair Allen and carried 6-0-1 with Board Member Kostecka Absent.

B-3 REVIEW OF MENTAL MARKETING REPORTS FOR SEPTEMBER 2019 AND PRESENTATION ON MORROBAY.ORG SITE CHANGES (MARKETING COORDINATOR)

<https://youtu.be/TWQVO1XC4Es?t=2011>

Marketing Coordinator Leininger went over the September report and presented the changes on the morrobay.org site and answered questions from the board.

Public Comment:
None

Chair Yates closed public comment.

MOTION: Vice Chair Allen moved the Board to approve the Mental Marketing reports for September 2019 and presentation on morrobay.org site changes. The motion was seconded by Board Member Dickenson and carried 6-0-1 with Board Member Kostecka Absent.

B-4 PRESENTATION OF CENTRAL VALLEY MARKETING COMPONENTS (MENTAL MARKETING)

<https://youtu.be/TWQVO1XC4Es?t=2328>

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

Public Comment:

None

Chair Yates closed public comment.

The presentation was received and filed.

B-5 PRESENTATION OF STRATEGIC PLAN UPDATES ON ART & CULTURE AND NATIONAL ESTUARY (TOURISM MANAGER)

<https://youtu.be/TWQVO1XC4Es?t=3025>

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

Public Comment:

None

Chair Yates closed public comment.

The presentation was received and filed.

B-6 FUNDS TRANSFER FROM THE SEPTEMBER-OCTOBER WINE PROMOTION TO ADVERTISING SPEND IN SHOULDER SEASON OF FISCAL YEAR 2019-2020 (TOURISM MANAGER)

<https://youtu.be/TWQVO1XC4Es?t=4018>

Tourism Manager Little gave the report and answered questions from the Board. Mental Marketing was invited to respond to questions from the Board.

Public Comment:

None

Chair Yates closed public comment.

MOTION: Board Member Solu moved the board to approve the funds transfer from the September-October wine promotion to advertising spend in shoulder season of Fiscal Year 2019-2020, with approval of option 3 "Spend additional funds on two 2-page spreads in *Bird Watcher's Digest* e-books exclusively on CA birding locations." The motion was seconded by Board Member Patel and carried 6-0-1 with Board Member Kostecka Absent.

C. DECLARATION OF FUTURE AGENDA ITEMS

<https://youtu.be/TWQVO1XC4Es?t=4677>

Board Member Allen made a request from staff to get an update on the cost of water as it is reported on the resident's water bills in terms of budgeting; it was suggested that a schedule of next steps of water increases and budget calculator be provided.

D. ADJOURNMENT

The meeting adjourned at 10:21 a.m.

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

Recorded by:

Heather Goodwin
Deputy City Clerk