

MINUTES – TOURISM BUSINESS IMPROVEMENT  
DISTRICT (TBID) ADVISORY BOARD  
REGULAR MEETING – NOVEMBER 21, 2019  
VETERANS MEMORIAL HALL – 9:00AM

MEMBERS PRESENT:	Charlie Yates Joan Solu Nancy Dickenson Chris Kostecka Amish Patel	Chair Member Member Member ( <i>Arrived 10:23 am</i> ) Member
ABSENT:	Steven Allen Isaac Su	Vice Chair 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/a2YOfDyovyl?t=25>

Chair Yates called the meeting to order at 9:05 a.m. with four members present.

MOMENT OF SILENCE

PLEDGE OF ALLEGIANCE

BOARD MEMBER ANNOUNCEMENTS

<https://youtu.be/a2YOfDyovyl?t=94>

Board Member Solu made a brief announcement regarding the community Thanksgiving dinner.

STAFF ANNOUNCEMENTS

<https://youtu.be/a2YOfDyovyl?t=151>

Tourism Manager Little provided brief announcements.

PUBLIC COMMENT-None

A. CONSENT AGENDA

<https://youtu.be/a2YOfDyovyl?t=542>

A-1 APPROVAL OF OCTOBER 17, 2019, TOURISM BUSINESS IMPROVEMENT DISTRICT  
(TBID) ADVISORY BOARD MEETING MINUTES

Board Member Solu requested the following correction be made to the minutes reflect the correct spelling of her last name on page 4 of item B-2 of motion.

MOTION: Board Member Solu moved approval of the October 17, 2019 Tourism Business Improvement District (TBID) Advisory Board Meeting Minutes as amended. The motion was seconded by Board Member Dickenson and carried 4-0-3, with Vice Chair Allen and Board Members Kostecka and Su Absent.

A-2 SEPTEMBER 2019 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT

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

The report was received and filed.

B. BUSINESS ITEMS

B-1 APPROVAL OF MENTAL MARKETING REPORTS FOR OCTOBER 2019

<https://youtu.be/a2YOfDyovyl?t=1552>

Marketing & Communications Coordinator Leininger went over the October 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 approval of Mental Marketing Reports for October 2019. The motion was seconded by Board Member Patel carried 4-0-3, with Vice Chair Allen and Board Members Kostecka and Su Absent.

B-2 CALIFORNIA WELCOME CENTER LOCATION DISCUSSION

<https://youtu.be/a2YOfDyovyl?t=2190>

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:

Maryann Stansfield, Mental Marketing, spoke in favor of the California Welcome Center location in Morro Bay.

Nancy Castle suggested the empty building of the former restaurant "The Grill Hut" as a potential location for California Welcome Center.

Chair Yates closed public comment.

There was discussion about next steps for Visit SLO CAL's December 6<sup>th</sup> timeline and assigning Board members to help assist Tourism staff during this process. By consensus, the Board recommend Board members Patel and Kostecka for the task.

MOTION: Board Member Patel moved the Board to continue the discussion with Visit SLOCAL to evaluate costs, grants, possible locations and assign Board Members Patel and Kostecka to assist with Tourism Manager Little. The motion was seconded by Board Member Dickenson and carried 4-0-3, with Vice Chair Allen and Board Members Kostecka and Su Absent.

B-3 AGENCY OF RECORD CONTRACT WITH MENTAL MARKETING  
<https://youtu.be/a2YOfDyovvI?t=4027>

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

There was discussion about the inclusion of Vacation Rental Owners in the process for the future.

MOTION: Board Member Solu moved the Board to extend the Agency of record contract with Mental Marketing for an additional 1-year completing in June 2021 with the item returning to the TBID one year from now so that the Board can include the voices of the Vacation Rental Owners. The motion was seconded by Board Member Patel and carried 5-0-2 with Vice Chair Allen and Board Member Su Absent.

C. DECLARATION OF FUTURE AGENDA ITEMS – None.

D. ADJOURNMENT  
The meeting adjourned at 10:30 a.m.

The next Regular Meeting is scheduled for December 19, 2019.

Recorded by:

Heather Goodwin  
Deputy City Clerk