

MINUTES – TOURISM BUSINESS IMPROVEMENT  
DISTRICT (TBID) ADVISORY BOARD  
REGULAR MEETING – JANUARY 16, 2020  
VETERANS MEMORIAL HALL – 9:00AM

MEMBERS PRESENT:	Charlie Yates	Chair ( <i>arrived 9:04 am</i> )
	Steven Allen	Vice Chair
	Isaac Su	Member
	Joan Solu	Member
	Nancy Dickenson	Member
	Amish Patel	Member
	Chris Kostecka	Member

ABSENT: None

STAFF PRESENT	Jennifer Little	Tourism Manager
	Heather Goodwin	Deputy City Clerk
	Megan Leininger	Marketing & Communications Coordinator

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/xEOdrL0xmVA?t=19>

Vice Chair Allen 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/xEOdrL0xmVA?t=98>

Board Member Solu made a brief announcement regarding the Morro Bay high school basketball team winnings.

STAFF ANNOUNCEMENTS

<https://youtu.be/xEOdrL0xmVA?t=166>

Tourism Manager Little provided brief announcements.

PUBLIC COMMENT

<https://youtu.be/xEOdrL0xmVA?t=320>

Janice Peters, By The Sea Productions, announced that their opening show “The Odd Couple” will be playing January 24 – February 16 at the St. Peter’s By-The Sea Episcopal Church; stated that tickets are \$20 for adults and \$15 for students; and thanked the City for their grant funding.

A. CONSENT AGENDA

<https://youtu.be/xEOdrL0xmVA?t=8m55s>

A-1 APPROVAL OF NOVEMBER 21, 2019, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

MOTION: Vice Chair Allen moved approval of the November 21, 2019 Tourism Business Improvement District (TBID) Advisory Board Meeting Minutes. The motion was seconded by Board Member Solu and carried 7-0-0.

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

The board pulled this item for discussion.

Tourism Manager went over the reports for October and November and answered questions from the Board.

MOTION: Board Member Solu moved approval to receive and file the October and November 2019 Transient Occupancy Tax (TOT) Report and Year Over Year TOT Report. The motion was seconded by Vice Chair Allen and carried 7-0-0.

B. BUSINESS ITEMS

B-1 APPROVAL OF MENTAL MARKETING REPORTS FOR NOVEMBER

<https://youtu.be/xEOdrL0xmVA?t=23m37s>

Marketing & Communications Coordinator Leininger went over the report for November and answered questions from the Board.

Public Comment:  
None

Chair Yates closed public comment.

MOTION: Board Member Solu moved approval to receive and file Mental Marketing report for November. The motion was seconded by Board Member Dickenson and carried 7-0-0.

B-2 CALIFORNIA WELCOME CENTER UPDATE

<https://youtu.be/xEOdrL0xmVA?t=29m44s>

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

Public Comment:  
None

Chair Yates closed public comment.

MOTION: Board Member Kostecka moved the Board to have staff to continue looking forward and investigating and securing 575 Embarcadero for use as the Visitor Center. The motion was seconded by Board Member Dickenson and carried 7-0-0.

Board Member Su left the dais at 9:49 am.

B-3 RACE SLO-SLO MARATHON

<https://youtu.be/xEOdrL0xmVA?t=48m43s>

Tourism Manager Little gave the report and answered questions from the Board. Samantha Pruitt Founder and CEO, Race SLO was invited to respond to questions from the Board.

Board Member Su returned to the dais 9:50 am.

Public Comment:  
None

Chair Yates closed public comment.

MOTION: Board Member Kostecka moved the Board to have staff continue forward with research into having a marathon half marathon and associated activities either partnering with SoCal or going on our own for Morro Bay's involvement in 2021. The motion was seconded by Board Member Solu and carried 7-0-0.

C. DECLARATION OF FUTURE AGENDA ITEMS

<https://youtu.be/xEOdrL0xmVA?t=1h26m11s>

Vice Chair Allen requested that staff report back on why hotels pay a higher tier as it relates to water rates. Council Member Davis stated that City Manager Collins will be reporting back at the February board meeting.

Chair Yates announced that the Morro Bay Arts Center will be having the Morro Bay Plein Air Festival on April 13-16, 2020; January 30<sup>th</sup> there will be a speaking event fundraiser at the Inn at Morro Bay benefiting the Morro Bay Maritime Museum; stated that the City has an opportunity to host the Vessel Santa Maria from Spain for tours in May or June.

Vice Chair Allen and the board thanked Chair Yates for his service as Chair and for all his good efforts.

D. ADJOURNMENT

The meeting adjourned at 10:31 a.m.

The next Regular Meeting is scheduled for February 20, 2020.

Recorded by:

Heather Goodwin  
Deputy City Clerk