

MINUTES – TOURISM BUSINESS IMPROVEMENT  
DISTRICT (TBID) ADVISORY BOARD  
REGULAR MEETING – FEBRUARY 20, 2020  
VETERANS MEMORIAL HALL – 9:00AM

MEMBERS PRESENT: Steven Allen Vice Chair  
Joan Solu Member  
Nancy Dickenson Member  
Chris Kostecka Member

ABSENT: Teri Ennis Member  
Amish Patel Member  
Isaac Su Member

STAFF PRESENT: Scott Collins City Manager  
Robert Davis Council Member  
Robert Livick Public Works Director  
Megan Leininger Marketing & Communications Coordinator  
Heather Goodwin Deputy City Clerk

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/06pqDQ-ysqY?t=27>

Vice Chair Allen called the meeting to order at 9:00 a.m. with four members present.

MOMENT OF SILENCE

PLEDGE OF ALLEGIANCE

ELECTION OF CHAIR AND VICE CHAIR

Board Member Solu nominated Vice-Chair Allen as Chair and Board Member Kostecka as Vice Chair Board.

Board Member Dickenson nominated Vice-Chair Allen as Chair and Board Member Patel as Vice Chair.

Following discussion, there was Board consensus to nominate Vice-Chair Allen as Chairperson and Board Member Patel as Vice-Chairperson.

BOARD MEMBER ANNOUNCEMENTS

<https://youtu.be/06pqDQ-ysqY?t=284>

Board Member Solu announced that today was Marketing & Communications Coordinator Leininger birthday; the Board and staff wished her a Happy Birthday.

STAFF ANNOUNCEMENTS

<https://youtu.be/06pqDQ-ysqY?t=326>

Marketing & Communications Coordinator Leininger made brief announcements including vacation rental onboarding, yard sale maps, foodies wanted numbers, and morrobay.org signs.

## PRESENTATIONS

- Advisory Body Handbook and By-Laws Update  
Council Member Davis presented the Board with an update on the recently adopted changes to the Advisory Bodies Handbook and Bylaws document. A link to the document is below:  
[Advisory Bodies Handbook & By-Laws](#)
- Commercial Water Rates Presentation  
City Manager Collins provided a presentation regarding the Morro Bay Water Reclamation Project Water and Sewer Fees. Public Works Director Livick was invited to the staff table for further explanations and answered questions from the Board.

## PUBLIC COMMENT

<https://youtu.be/06pqDQ-ysqY?t=4195>

Maggie Juren, Former TBID Member, co-owner of 2 VR property management companies in Morro Bay, encouraged the board to support reasonable regulations that will help formulate a recommendation for regulations that help support the continued growth of tourism.

Derek Kirk, Visit SLO Cal, Director of Operations introduced Kelly Brickey, Communications Coordinator Communications Coordinator and Film Commission Liaison, stated that Kelly has been assigned as liaison to the TBID and will be present at all board meetings.

### A. CONSENT AGENDA

<https://youtu.be/06pqDQ-ysqY?t=4485>

#### A-1 APPROVAL OF JANUARY 16, 2020, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

RECOMMENDATION: Approve as submitted.

#### A-2 APPROVAL OF TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) BOARD MEMBERS' REQUEST FOR AN EXCUSED ABSENCE

RECOMMENDATION: Staff recommends the Board consider and approve the request submitted by Tourism Business Improvement District (TBID) Board Members, Amish Patel and Teri Ennis, to excuse their absence from the February 20, 2020 Regular TBID meeting.

#### A-3 APPROVAL OF MENTAL MARKETING REPORTS FOR DECEMBER 2019 & JANUARY 2020 (MARKETING COORDINATOR)

RECOMMENDATION: Approve as submitted.

MOTION: Board Member Solu moved approval of A-1 through A-3. The motion was seconded by Board Member Dickenson and carried 4-0-3 with Board Members Ennis, Patel and Su Absent.

B. BUSINESS ITEMS

B-1 DECEMBER 2019 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT; (MARKETING COORDINATOR)

<https://youtu.be/06pqDQ-ysqY?t=4570>

Marketing & Communications Coordinator Leininger went over the December report and answered questions from the Board. MaryAnn Stansfield from Mental Marketing was invited to the podium to answer questions from the board.

Public Comment:

None

Chair Allen closed public comment.

MOTION: Board Member Kostecka moved to receive and file the December 2019 Transit Occupancy Tax (TOT) Report and Year Over Tear TOT Report. The motion was seconded by Board Member Dickenson and carried 4-0-3 with Board Members Ennis, Patel and Su Absent.

B-2 MID-YEAR REVIEW OF MENTAL MARKETING; (MENTAL MARKETING)

<https://youtu.be/06pqDQ-ysqY?t=5046>

MaryAnn Stansfield from Mental Marketing went over the report and answered questions from the Board.

Public Comment:

None

Chair Allen closed public comment.

MOTION: Board Member Dickenson moved to approve the Mid-Year Review Presentation of Mental Marketing. The motion was seconded by Board Member Kostecka and carried 4-0-3 with Board Members Ennis, Patel and Su Absent.

B-3 MORRO BAY VISITOR CENTER LOCATION AND OPERATIONAL PLAN UPDATE AND RECOMMENDATIONS; (CITY MANAGER)

<https://youtu.be/06pqDQ-ysqY?t=6982>

City Manager Collins gave the report and answered questions from the Board. Erica Crawford from the Morro Bay Chamber of Commerce was invited to the podium to answer questions from the board.

Public Comment:

Erica Crawford, President/CEO, Morro Bay Chamber of Commerce, stated that timing is of the essence and noted that the Visitor Center contract expires June 30<sup>th</sup>.

Chair Allen closed public comment.

MOTION: Board Member Solu moved the Board to recommend to the City Council to request the Chamber to do a study on Visitor Centers including best practices, funding matrix, TBID measures and matrix for success and funding proportionally, and a comparison or small sampling of what other like size coastal communities (10K population) are doing in terms of (do they have a Visitor Center or do they not). The motion was seconded by Board Member Dickenson and carried 4-0-3 with Board Members Ennis, Patel and Su Absent.

C. DECLARATION OF FUTURE AGENDA ITEMS – None.

D. ADJOURNMENT

The meeting adjourned at 11:49 a.m.

The next Regular Meeting is scheduled for March 19, 2020.

Recorded by:

Heather Goodwin  
Deputy City Clerk