

MINUTES – TOURISM BUSINESS IMPROVEMENT
DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – APRIL 16, 2020
TELECONFERENCE

TBID conducted this meeting in accordance with Section 3 of California Governor Newsom’s Executive Order N-29-20 issued on March 17, 2020 in response to the present State of Emergency in existence due to the threat of COVID-19. This meeting was held via teleconference for all participants.

MEMBERS PRESENT:	Steven Allen	Chair
	Amish Patel	Vice Chair
	Teri Ennis	Member
	Isaac Su	Member
	Joan Solu	Member
	Nancy Dickenson	Member (arrived 9:07)

ABSENT:	Chris Kostecka	Member
---------	----------------	--------

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

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/kAbtWk-rqtg?t=62>

Chair Allen called the meeting to order at 9:04 a.m. with five members present.

MOMENT OF SILENCE

PLEDGE OF ALLEGIANCE

BOARD MEMBER ANNOUNCEMENTS

<https://youtu.be/kAbtWk-rqtg?t=266>

Chair Allen thanked staff for setting up the teleconference meeting and for helping to keep the City functional this past month and thanked first responders; provided a brief update on the number of COVID-19 cases in Morro Bay.

STAFF ANNOUNCEMENTS

<https://youtu.be/kAbtWk-rqtg?t=368>

Tourism Manager Little provide brief updates regarding COVID-19 action items related to tourism and responded to questions from the board.

PUBLIC COMMENT-None

A. CONSENT AGENDA

<https://youtu.be/kAbtWk-rqtg?t=1313>

A-1 APPROVAL OF FEBRUARY 20, 2020, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

RECOMMENDATION: Approve as submitted.

MOTION: Board Member Solu moved the February 20, 2020, Tourism Business Improvement District (TBID) Advisory Board Meeting Minutes. The motion was seconded by Vice Chair Patel and carried 6-0-1 with Board Member Kostecka Absent.

A-2 FEBRUARY 2020 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT; (TOURISM MANAGER & MARKETING COORDINATOR)

Board Member Solu pulled this item for discussion and further questions.

RECOMMENDATION: Approve as submitted.

MOTION: Board Member Solu moved the February 2020 Transient Occupancy Tax (TOT) Report and Year Over Year TOT Report. The motion was seconded by Vice Chair Patel and carried 6-0-1 with Board Member Kostecka Absent.

B. BUSINESS ITEMS

B-1 ROUNDTABLE DISCUSSION ABOUT ECONOMIC RECOVERY, OPINIONS & ALTERNATIVES AND REVIEW OF MENTAL MARKETING REPORTS; (TOURISM MANAGER)

<https://youtu.be/kAbtWk-rqtg?t=1834>

Tourism Manager Little introduced the item and handed it over to Chair Allen, provided a presentation on Best Western's Economic Review created by Tourism Economics; answered questions from the Board, staff and Morro Bay Chamber of Commerce; and reviewed the Mental Marketing Reports for March and April. Each board member made individual comments regarding the presentation.

Public Comment:
None

Chair Allen closed public comment

The report was received and filed.

C. DECLARATION OF FUTURE AGENDA ITEMS

<https://youtu.be/kAbtWk-rqtg?t=7360>

Board Member Ennis requested advocacy for short-term vacation rental regulations; by consensus, the board agreed to add this item to a future agenda.

D. ADJOURNMENT

The meeting adjourned at 11:10 a.m.

The next Regular Meeting is scheduled for May 21, 2020.

Recorded by:

Heather Goodwin
Deputy City Clerk