

MINUTES – TOURISM BUSINESS IMPROVEMENT
DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – JUNE 18, 2020
TELECONFERENCE – 9:00AM

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 (Arrived 9:06 a.m.)
	Teri Ennis	Member
	Joan Solu	Member
	Nancy Dickenson	Member
	Chris Kostecka	Member
	Vacant	

ABSENT: None

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/uFMD-9RjhiA?t=32>

Chair Allen called the meeting to order at 9:01 a.m. with five members present.

MOMENT OF SILENCE

<https://youtu.be/uFMD-9RjhiA?t=73>

Chair Allen led a moment of silence to recognize the Paso Robles and San Luis Obispo County Law Enforcement Officers that were injured in the line of duty in the recent tragic event that took place in Paso Robles.

PLEDGE OF ALLEGIANCE

BOARD MEMBER ANNOUNCEMENTS

<https://youtu.be/uFMD-9RjhiA?t=128>

Chair Allen provided a brief update on the number of COVID-19 cases in Morro bay.

STAFF ANNOUNCEMENTS

<https://youtu.be/uFMD-9RjhiA?t=176>

City Manager Collins provided a brief update from the County as it relates to COVID-19; spoke briefly on the upcoming City Council meeting and the formation of the stakeholder group.

PUBLIC COMMENT-None

A. CONSENT AGENDA

<https://youtu.be/uFMD-9RjhiA?t=426>

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

RECOMMENDATION: Approve as submitted.

A-2 APPROVAL OF MAY 5, 2020, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD SPECIAL MEETING MINUTES

RECOMMENDATION: Approve as submitted.

A-3 APPROVAL OF MAY 28, 2020, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD SPECIAL MEETING MINUTES

RECOMMENDATION: Approve as submitted.

A-4 MARCH AND APRIL 2020 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT; (CITY MANAGER, TOURISM MANAGER & MARKETING COORDINATOR)

Tourism Manager Little gave a brief update on the TOT report and answered questions from the board.

RECOMMENDATION: Approve as submitted.

MOTION: Board Member Dickenson moved the Board approval of A-1 through A-4. The motion was seconded by Board Member Solu and carried 6-0-0.

B. BUSINESS ITEMS

B-1 MORRO BAY TOURISM ROLL-OUT PLAN; (CITY MANAGER & TOURISM MANAGER)

<https://youtu.be/uFMD-9RjhiA?t=1082>

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

Public Comment:
None

Chair Allen closed public comment.

MOTION: Board Member Solu moved the Board to approve the Morro Bay Tourism Roll-out Plan as presented. The motion was seconded by Board Member Dickenson and carried 6-0-0.

B-2 GOOGLE DESTINATION MANAGEMENT ORGANIZATION 2.0 CO-OP; (TOURISM MANAGER & MARKETING COORDINATOR)

<https://youtu.be/uFMD-9RjhiA?t=4782>

Marketing Coordinator Leininger gave the report and answered questions from the Board.

Public Comment:
None

Chair Allen closed public comment.

MOTION: Board Member Solu moved the Board approval to participate in Visit SLOCAL's Google 2.0 Co-op Program. The motion was seconded by Board Member Dickenson and carried 6-0-0.

C. DECLARATION OF FUTURE AGENDA ITEMS

<https://youtu.be/uFMD-9RjhiA?t=5470>

Chair Allen suggested a brief over of the budget being that things are still fluid and what it would like for the rest of the year be brought forward to the board. City Manager Collins stated that July is a dark month and the board could possibly hold a special meeting to go over the budget and to provide an update on Vacation Rental Ordinance revision efforts.

Board Member Solu requested that the cost of the handwashing stations be included in the budget.

D. ADJOURNMENT

The meeting adjourned at 10:36 a.m.

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

Recorded by:

Heather Goodwin
Deputy City Clerk