

TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD  
MINUTES – THURSDAY NOVEMBER 19, 2009

MEMBERS PRESENT: KAREN BIAGGINI, PETER CANDELA, MIKE CASOLA,  
MICHELE JACQUEZ, NICK MENDOZA, JOAN SOLU  
MEMBERS ABSENT: VALERIE SEYMOUR  
STAFF PRESENT: ANDREA LUEKER, CITY MANAGER  
JOHN SORGENFREI  
OTHERS PRESENT: NONE

I. CALL TO ORDER

Chair Solu called the meeting to order at 10:06 a.m.

II. PUBLIC COMMENT PERIOD

Neil Farrell, Vice President of Morro Bay 4<sup>th</sup> (a new non-profit committee formed this year to take over the 4<sup>th</sup> of July celebration) stated they want to continue with the fireworks and family-friendly event at Tideland Park. He said the Morro Bay 4<sup>th</sup> Committee will come back with a funding request in the future. Their meetings are Wednesdays at 5:00 p.m. at 212 Beach Street; website is morrobay4th.org, and e-mail at [info@morrobay4th.org](mailto:info@morrobay4th.org).

III. APPROVAL OF MINUTES

MOTION: Member Jacquez moved the Board approve the minutes of October 15, 2009. Member Casola seconded the motion and carried unanimously. (6-0)

MOTION: Member Jacquez moved the Board approve to rearrange the agenda to hear New Business Item (A) next. Member Mendoza seconded the motion and carried unanimously. (6-0)

IV. MONTHLY REPORTS

A) Review of Transient Occupancy Reports

City Manager Andrea Lueker made a correction to the Transient Occupancy Tax Summary that should indicate all collections had been made in August; however, two hotels did not provide receipts for the month of September at the time of printing the Summary. Based on those changes, the number for year to date were similar to last fiscal year.

B) TJA Advertising Agency Report - John Sorgenfrei

John Sorgenfrei reviewed the statistics, including the website statistics provided by Google Analytic. John will provide the statistics prior to the meeting in the future. Rick Turton from TJA discussed the statistics and how Morro Bay has moved up in searches. The weather ticker has also been added.

C) Web-Site Sub-Committee Report

The committee met several times and discussed various website designs and came up with three designs. John Sorgenfrei discussed the website and showed three designs that the website sub-committee had decided upon for discussion. The sub-committee had chosen the first decision which featured a combined picture of Highway 1. John reviewed the comments the Community Promotions Committee had made. The Board consensus was to move ahead with the first design.

John presented the idea of a billboard and informed the Board that two was available; the first was 2 miles north of Atascadero, lighted for a cost of \$1250/month, or north of the Nipomo swap meet on 101, no illumination for a cost of \$900/month. Consensus was to agendize this item as a new business item for discussion.

D) Hotel Packaging Sub-Committee Report

The Committee discussed a few package concepts. The Board consensus was the sub-committee is to meet again and organize the approach.

E) Creative Sub-Committee Report

The Committee met, discussed demographics and reviewed the ads. John Sorgenfrei provided copies of those ads for the group to review.

V. UNFINISHED BUSINESS - None.

VI. NEW BUSINESS

A) Discussion of Funding Request from the County Visitors and Conference Bureau.

Executive Director John Summer provided a packet of information to the Board and reviewed the fair share funding formula which the previous funding request was based on.

The Board had some questions concerning the funding request, discounts and followed with a discussion on the contribution. Member Casola suggested linking the contribution to the City's contribution in the future. Member Biaggini asked about the percentage of other cities.

Chair Solu inquired about the Sunset Food and Wine Show. John Summer explained about the Sunset Show and how they are working on minimizing the conflict with the Harbor Festival.

MOTION: Member Casola moved the Board fund \$22,000 to the County Visitors and Conference Bureau.

The motion failed for the lack of a second.

MOTION: Member Casola moved the Board match the \$10,000 funding to the County Visitors and Conference Bureau for this year. Member Mendoza seconded the motion and the motion carried with Member Jacquez voting no. (5-1)

B) Discussion of Google Ad Words

Rick Turton from TJA provided a brief review of search engine optimization vs. “pay for click”.

MOTION: Member Mendoza moved the Board direct Rick Turton of TJA to return to the Tourism Business Improvement District Advisory Board with “pay for click” costs at a future meeting with three pricing increments (\$500,\$750 and \$1,000/month). Member Casola seconded the motion and carried unanimously. (6-0)

Member Candela gave a brief report on the NTA Conference and the interest in bus tours featuring the oyster beds.

MOTION: Member Jacquez moved the Board approve the creation of a Trade Show Sub-Committee, with Members Candela, Jacquez and Solu serving as committee members. Member Candela seconded the motion and carried unanimously. (6-0)

VII. DECLARATION OF FUTURE AGENDA ITEMS

- A) Discussion of Bill Board(s) and Funding
- B) Update on the Public Relations Program
- C) Discussion from the NTA Conference/Bus Tours

VIII. ADJOURNMENT

The meeting was adjourned at 1:15 p.m.