

CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT COMMITTEE
MINUTES – THURSDAY, JANUARY 21, 2010

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

I. CALL TO ORDER

Chair Solu called the meeting to order at 8:10 a.m.

II. PUBLIC COMMENT PERIOD

Steve Burns and Josh Heiser, represent Sunset’s Savor the Central Coast requested to be placed on the agenda for February.

III. APPROVAL OF MINUTES

MOTION: Member Seymour moved the Board approve the minutes of the December 18, 2009 Tourism Business Improvement District Advisory Board meeting. The motion was seconded by Member Jacquez and carried unanimously. (7-0)

IV. MONTHLY REPORTS

A) Review of Transient Occupancy Report

Staff Lueker presented the transient occupancy tax report, which showed the numbers are lower than the same time-frame last year.

B) TJA Advertising Agency Report

Rick Turton presented the website statistics. He also reviewed the concept of mobile websites’ ability to appear on cell phones.

C) Web-Site Sub-Committee

The committee met and made some changes to the site including adding a family shot to the website, and incorporated a general food shot on the dining page. John Sorgenfrei also indicated the City Attorney has reviewed the Jackrabbit contract and now the sub-committee will have a representative from Jackrabbit at the next sub-committee meeting to resolve any issues.

D) Hotel Packaging Sub-Committee Report

The sub-committee did not meet, however, member Casola handed out a flyer on the “Full Moon” package that was discussed at a prior sub-committee meeting. Member Casola would author an initial letter in regard to the “Full Moon” package.

E) Creative Sub-Committee Report - this sub-committee did not meet.

F) Trade Show Sub-Committee

This sub-committee did not meet; however, Chair Solu informed the group that Jim Allen of Hearst Castle would be joining Member Candela at the LA Trade Show.

G) Public Relations Sub-Committee

John Sorgenfrei reported the sub-committee met. The committee constructed a list of both short- and long-term events that will be distributed. Also a press release was generated in regard to the Kite Festival. A “template” of information which would appear on all press releases was read to the Board. The sub-committee decided on having two “fam” trips in the upcoming months.

John also discussed the concept of having a sister city with a large rock, such as the Rock of Gibraltar and perhaps a neighboring city which is similar to Morro Bay. John will initiated contact with their visitors center.

John also announced that Cannon will be sponsoring George Lepp for the 2010 Photo Expo. Also, the Morro Bay Art Association is taking over the control of the Photo Expo for the upcoming year.

John is also looking for a clipping service to monitor ads, etc.

V. UNFINISHED BUSINESS

VI. NEW BUSINESS

A) Review of the Logo

The Board reviewed the logo and decided to stay with the design they had originally been determined.

B) Discussion of Marketing Request for Proposals

Staff Lueker explained that TJA Advertising was the marketing company for the City. She further explained how the Request for Proposal process would be handled which would include a recommendation from both the TBID Board and the Community Promotions Committee, following by confirmation of the City Council. Then the staff would provide a proposal package to marketing agencies, expecting a 2-3 month turnaround for proposals to be turned in. Proposals would be evaluated and a decision made on marketing services for the City. No action was taken on this item.

C) Discussion of an Increase in the TOT

Staff Lueker informed the Board that the City Council had agendized a discussion on an increase to the transient occupancy tax on the January 25, 2010 City Council meeting.

The Board discussed the possibility of sending a letter in regard to the proposed TOT increase.

MOTION: Member Jacquez moved the Board approve to sending a letter/statement advising the City Council of the consequences of an increase in the transient occupancy tax. The motion was seconded by Member Casola and carried with Member Mendoza voting no and Member Casola abstaining. (5-1-1)

VII. DISCUSSION OF NEW IDEAS

Staff Lueker announced the City had the “Notify Me” module activated on the website as well as the new City’s e-newsletter available.

VIII. DECLARATION OF FUTURE AGENDA ITEMS

- Presentation from O’Donnell Lane regarding the Savor the Central Coast Event
- Discussion of Mobile Websites

IX. ADJOURNMENT

The meeting was adjourned at 11:50 a.m.