

CITY OF MORRO BAY  
TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD  
MINUTES – THURSDAY, FEBRUARY 18, 2010

MEMBERS PRESENT: KAREN BIAGGINI, PETER CANDELA, MIKE CASOLA,  
MICHELE JACQUEZ, NICK MENDOZA, JOAN SOLU  
MEMBERS ABSENT: VALERIE SEYMOUR  
STAFF PRESENT: ROB SCHULTZ, CITY ATTORNEY  
OTHERS PRESENT: JOHN SORGENFREI

I. CALL TO ORDER

Chair Joan Solu called the meeting to order at 10:05 am.

II. PUBLIC COMMENT - None.

III. APPROVAL OF MINUTES

MOTION: Member Mendoza moved the Board approve the minutes of the January 21, 2010 meeting as submitted. The motion was seconded by Member Casola and carried unanimously. (6-0)

IV. UNFINISHED BUSINESS

A) Review of Transient Occupancy Reports

Joan Solu reviewed the report for transient occupancy tax and Morro Bay Tourism Business Improvement District (BID) funds collected.

B) TJA Advertising Agency Report – John Sorgenfrei

Peter Candela mentioned that they are getting responses from TJA’s advertising at an accelerated rate.

C) Web-Site Sub-Committee Report

John Sorgenfrei reported that the website went live as of yesterday, Wednesday, February 17, and thanked the website subcommittee for its work and input.

Member Casola recommended that the website call itself “The Official Lodging Website for Morro Bay.” He also said this year will be big for European travelers because of the dollar, and suggested that European travel marketing be included on the next agenda.

Rick Turtin provided an update on the most recent web statistics. He also discussed a site for cell phones—“GoMorroBay.mobi”. The cost is \$1,800 to set up the site (which would take two weeks), \$450 for a dining guide, and then \$25 per month to host the site.

MOTION: Member Jacquez moved the Board proceed with the “GoMorroBay.mobi” site and allocate the appropriate funds (\$1,800 plus \$450 plus \$25 per month). The motion was seconded by Member Mendoza and carried unanimously. (6-0)

Mr. Sorgenfrei reported that the billboard was changed to remove the pictures from the words “Morro Bay”; the words were filled with solid yellow instead. The billboard company absorbed most of the cost.

Joan Solu suggested adding “GoMorroBay.mobi” to the billboard. Mr. Sorgenfrei said that an extension to the billboard would probably cost about \$500 and might be the best way to go because you increase the size of your board but only pay for it once.

D) Hotel Packaging Sub-Committee Report

Members Casola and Candela will be working with John Sorgenfrei on promotions.

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

F) Trade Show Sub-Committee Report – this Committee did not meet.

G) Public Relations Sub-Committee

John Sorgenfrei asked if the tall ships were coming to Morro Bay; Member Candela stated the tall ships were not able to dock where they were supposed to. Mr. Sorgenfrei reported on the other press releases going out on other events. Member Candela stated another sub-committee meeting would be held next month.

V. UNFINISHED BUSINESS – None.

VI. NEW BUSINESS

A) Presentation from O’Donnell Lane regarding the “Savor the Central Coast” Event

Josh Heiser made a presentation regarding the “Savor the Central Coast” event which will be a four day event (September 30 – October 3, 2010). He said Sunset Magazine’s major push on advertising will begin in July. Mr. Heiser reviewed the various festivities and how other municipalities are becoming involved in this event. He said they are working with the Morro Bay Harbor Festival on marketing support with a banner ad on the VCB website as well as the Savor the Central Coast.com website. Mr. Heiser stated they will be running transportation shuttles between Santa Margarita and Morro Bay. Mr. Heiser reviewed sponsorship opportunities. The Board asked questions and discussed sponsorship opportunities.

MOTION: Member Candela moved to give the Trade Show Sub-Committee an allocation of up to \$25,000 for the “Savor the Central Coast” event. The motion was seconded by Member Jacquez and carried unanimously. (6-0)

- B) Discussion of Mobile Websites  
(Discussed under Web-Site Sub-Committee Report.)

VII. DECLARATION OF FUTURE AGENDA ITEMS

- A) Discussion on Funding for the “Savor the Central Coast” Event
- B) Discussion on Paper Click on the Official Website of Morro Bay for Google
- C) Discussion on European Travel Marketing

VIII. ADJOURNMENT

The meeting adjourned at 11:53 a.m.