

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

MEMBERS PRESENT: KAREN BIAGGINI, PETER CANDELA, MICHELE JACQUEZ,
NICK MENDOZA, JOAN SOLU
MEMBERS ABSENT: MIKE CASOLA
STAFF PRESENT: ANDREA LUEKER, CITY MANAGER
OTHERS PRESENT: JOHN SORGENFREI

I. CALL TO ORDER

Chair Solu called the meeting to order at 10:08 a.m.

II. PUBLIC COMMENT PERIOD

Pat Mahan from Funride informed the Board about the Funride Car Sharing Program.

Peter Behman, owner of the Bayfront Inn, encouraged the Board to support the 4th of July event. He also announced two fundraising events for Morro Bay 4th; an all you can eat sushi at Tokyo Joes on 3/23/10 and oysters and beer at Dockside on 4/11/10. Lastly, he asked for donations of items for the City-wide yard sale.

III. APPROVAL OF MINUTES

MOTION: Member Jacquez moved the Board approve the February 18, 2010 Business Improvement District Advisory Board minutes. The motion was seconded by Member Candela and carried unanimously. (5-0)

IV. MONTHLY REPORTS

A) Review of the Transient Occupancy Reports

Staff Lueker provided the transient occupancy tax report, noting it was down from the same period last year, noting approximately \$20,000 is outstanding and not reflected on the report.

B) TJA Advertising Report

Member Candela reviewed the Visitors Center statistics, and noted the significant increase in fulfillment. He also discussed the Chili Cook-off held on March 13, 2010, and specifically showed an ad that had been placed in the Bakersfield Life.

Rick Turton reviewed the web stats for February and indicated that John Sorgenfrei reviewed the budget document and noted the budget is on track.

John Sorgenfrei is working with the Kite Festival Committee. Karen Biaggini is going to Gibraltar and John suggested a letter (working with the PR sub-committee to draft) from the Mayor to their Mayor which will hopefully be delivered by hand, thus creating an awareness of Morro Bay in Gibraltar.

Mr. Sorgenfrei announced the Lady Washington Tall Ship will be here November 22/23, 2010.

Mr. Sorgenfrei talked briefly about international travel; specifically President Obama has issued a Tourism Promotion Act (which adds a \$10 fee for Visas); the money will be used to market international visitors.

Mr. Sorgenfrei also discussed the potential sponsorship of the SAVOR event with \$25,000.

C) Web-Site Sub-Committee Report - this sub-committee did not meet.

D) Hotel Packaging Sub-Committee Report

John Sorgenfrei has received some response to this promotion and hearing the package is too complicated. The Sub-Committee will reconvene on revising the package idea.

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

F) Trade Show Sub-Committee Report

Member Candela suggested attending the Bay Area Trade Show in San Francisco in January 2011 rather than or in addition to the trade show in San Diego.

G) Public Relations Sub-Committee - this sub-committee did not meet.

V. UNFINISHED BUSINESS

A) Discussion of Funding for the SAVOR event

The Board approved participation in the SAVOR event in the amount of \$23,500.

MOTION: Member Jacquez moved the Business Improvement District Advisory Board approve the proposal presented by SAVOR in the amount of \$23,500. The motion was seconded by Member Mendoza and carried unanimously. (5-0)

VI. NEW BUSINESS

A) Request for Funds from Morro Bay 4th Inc. for Independence Day Celebration

Jeff Eckles, President of Morro Bay 4th, Inc., reviewed his request for funding for this event. The request from the organization is \$10,000. John Sorgenfrei suggested a donation including some advertising and cash donation.

MOTION: Member Mendoza moved the Business Improvement District Advisory Board approve to provide \$10,000 to the Morro Bay 4th, Inc. as a one-time offer. He further moved that a Morro Bay 4th representative come back to the June Business Improvement District meeting to report on the progress to date. The motion was seconded by Member Jacquez and carried unanimously. (5-0)

B) Presentation from Jackrabbit Representative and Consideration of Approval of Agreement

Steven Mead, Western Section Jackrabbit Representative, provided the proposal to the Board for approval.

MOTION: Member Biaggini moved the Business Improvement District Advisory Board approve the Jackrabbit Agreement as presented. The motion was seconded by Member Mendoza and carried unanimously. (5-0)

C) Discussion on Pay per Click on the Official Website of Morro Bay for Google

Rick Turton discussed a proposal for pay per click. The Board decided to bring this item back after Jackrabbit is running.

D) Discussion on European Travel Marketing

John Sorgenfrei proposed to work with the State of California on the International California Visitors Guide as well as the website. He suggested a full page ad in the International Guide and presence on the website-visitCalifornia.com, a total of \$15,000 out of the contingency fund.

MOTION: Member Jacquez moved the Business Improvement District Advisory Board approve funding \$15,000 out of the contingency fund for a full page ad in the International Guide and presence on the website-visitCalifornia.com. The motion was seconded by Member Biaggini and carried unanimously. (5-0)

VII. DECLARATION OF FUTURE AGENDA ITEMS

Discussion of Name for the TBID group - April 2010

Comparison of Expenditures and Revenues - April 2010

Discussion of a procedure for groups to use to request funding - April 2010

Discussion of Reimbursement for "Give-Away" - April 2010

Approval of Participation in Trade Shows in San Francisco – June 2010

Update from Morro Bay 4th on Event Progress - June 2010

VIII. ADJOURNMENT

The meeting was adjourned at 12:40 p.m.