

MINUTES – TOURISM BUSINESS IMPROVEMENT  
DISTRICT (TBID) ADVISORY BOARD  
REGULAR MEETING – FEBRUARY 18, 2021  
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
	Teri Ennis	Member
	Joan Solu	Member
	Nancy Dickenson	Member
	Chris Kostecka	Member
	Vacant	

ABSENT: None

STAFF PRESENT:	Scott Collins	City Manager
	Heather Goodwin	Deputy City Clerk
	Taylor Slauson	Marketing & Communications Coordinator

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/z8fuEorTK-4?t=31>

Chair Allen called the meeting to order at 9:04 a.m. with six members present.

MOMENT OF SILENCE

PLEDGE OF ALLEGIANCE

BOARD MEMBER ANNOUNCEMENTS

<https://youtu.be/z8fuEorTK-4?t=142>

STAFF ANNOUNCEMENTS

<https://youtu.be/z8fuEorTK-4?t=699>

PUBLIC COMMENT

<https://youtu.be/z8fuEorTK-4?t=725>

Sean Green, thanked the board for addressing his public comment email and expressed concerns how the TBID agenda was published on the City’s website for this meeting compared to years past; opined that there is a disconnect in regards to the information presented; believes that this is a matter of representation for all parties involved.

Council Member Davis, Council Liaison to TBID, provided the board with an update from the January 26<sup>th</sup> City Council meeting in regards to the conversion of the new board; stated that one of council’s question was the new board makeup of 7 people (5 from lodging, 1 from STR and 1 from the community); stated that council concurred for the city representative position to be a city staff person; council also voted 5-0 to use TOT funds for marketing efforts.

Erica Crawford, Morro Bay Chamber President/CEO, spoke on a renewed awareness policy document that was created by the Chamber in the spring of 2020 which addresses the city’s fiscal solvency.

The board and staff responded to issues raised during public comment.

A. CONSENT AGENDA

<https://youtu.be/z8fuEorTK-4?t=1775>

A-1 APPROVAL OF JANUARY 21, 2021, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

MOTION: Board Member Kostecka moved approval for Item A-1, as submitted. The motion was seconded by Board Member Dickenson and carried 6-0.

A-2 DECEMBER 2020 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT; (CITY MANAGER)

<https://youtu.be/z8fuEorTK-4?t=1810>

Marketing & Communications Coordinator Slauson gave a brief update on the TOT and Year Over Year report and answered questions from the board.

MOTION: Board Member Solu moved approval for Item A-2, as submitted. The motion was seconded by Vice-Chair Patel and carried 6-0.

B. BUSINESS ITEMS

B-1 ELECTION OF CHAIRPERSON AND VICE CHAIRPERSON

<https://youtu.be/z8fuEorTK-4?t=2600>

City Manager Collins asked for nominations and answered questions from the board.

Board Member Solu suggested keeping the existing Chair and Vice-Chair the same. Board Member Kostecka concurred keeping Board Member Allen as Chair and Board Member Patel as Vice-Chair but stated in the future he would be interested moving into one of the two roles. The remaining board members agreed to keep the nominations the same.

Public Comment: None

Following discussion, there was dialogue to review the bylaws in the future.

MOTION: Board Member Solu moved that Board Member Allen serve as Chair and Board Member Patel serve as Vice-Chair of the Tourism Business Improvement District. The motion was seconded by Board Member Kostecka and carried 6-0.

B-2 VERBAL REPORT ON THE ON THE MORRO BAY TOURISM BUSINESS IMPROVEMENT DISTRICT CONVERSION PROCESS; (CITY MANAGER)

<https://youtu.be/z8fuEorTK-4?t=2959>

City Manager Collins provided the board with a brief update on the conversation process of the new board and answered questions from the board.

Public Comment: None

There was no action for this item.

C. DECLARATION OF FUTURE AGENDA ITEMS.

<https://youtu.be/z8fuEorTK-4?t=3687>

Board Member Kostecka inquired about a short-term trash policy that could be implemented as soon as possible; spoke in favor of a potential funding opportunity with the possibility of TBID involvement and received board consensus to have this item come back to a future meeting.

City Manager Collins spoke on Ann and Ron Reisner's Morro Bay Beautiful promotional opportunity and received board consensus to have this come back as a future agenda item.

Chair Allen inquired about how board meetings will look like moving forward at future meetings; asked if they would continue via Zoom or in person with plexiglass; City Manager Collins stated that he would provide a general COVID-19 update at the next board meeting.

D. ADJOURNMENT

The meeting adjourned at 10.23 a.m.

The next Regular Meeting is scheduled for March 18, 2021.

Recorded by:

Heather Goodwin  
Deputy City Clerk