

**CITY OF MORRO BAY  
TOURISM BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD MEETING AGENDA  
THURSDAY, AUGUST 19, 2010; 10:00 A.M.  
VETERANS' MEMORIAL BUILDING**

- I. CALL TO ORDER
- II. PUBLIC COMMENT PERIOD
- III. BOARD ANNOUNCEMENTS
- IV. APPROVAL OF MINUTES – The minutes for the July 15, 2010 regular meeting is submitted for approval.
- V. MONTHLY REPORTS
  - A) Trade Show Sub-Committee
  - B) Review of Transient Occupancy Reports
  - C) TJA Advertising Agency Report – John Sorgenfrei
  - D) Web-Site Sub-Committee Report
  - E) Hotel Packaging Sub-Committee Report
  - F) Creative Sub-Committee Report
  - G) Public Relations Sub-Committee
  - H) Tourism Business Improvement District Percentage Sub-Committee
- VI. UNFINISHED BUSINESS
  - A) Review of Form for Groups to Use to Request Funding
- VII. NEW BUSINESS
  - A) Presentation from Sports Production, Inc. regarding a Hearst Castle to Morro Rock Marathon
  - B) Discussion of Scenic Loop Concept
  - C) Designation of a VCB Representative
  - D) Consideration of Funding for the Morro Bay Harbor Festival
- VIII. DECLARATION OF FUTURE AGENDA ITEMS
- IX. ADJOURNMENT

**MISSION STATEMENT**

**TOURISM IS ESSENTIAL TO THE ECONOMIC HEALTH AND QUALITY OF LIFE OF THIS COMMUNITY. THE MISSION OF THIS COMMITTEE IS TO INCREASE TOURISM TO MORRO BAY THROUGH MARKETING AND ADVERTISING.**

**COPIES OF STAFF REPORTS OR OTHER PUBLIC DOCUMENTATION RELATING TO EACH ITEM OF BUSINESS REFERRED TO ON THIS AGENDA ARE ON FILE IN THE OFFICE OF THE CITY CLERK AND AVAILABLE FOR PUBLIC INSPECTION AND REPRODUCTION AT COST.**