

**CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD MEETING AGENDA
THURSDAY, SEPTEMBER 16, 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 August 19, 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
 - I) Visitors and Conference Bureau Report
- VI. UNFINISHED BUSINESS
- VII. NEW BUSINESS

Discussion Regarding the Jackrabbit Reservation System and Reservation Issues
- 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.