

**CITY OF MORRO BAY  
TOURISM BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD MEETING AGENDA  
THURSDAY, OCTOBER 21, 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 September 16, 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/County Business Improvement District Report
- VI. UNFINISHED BUSINESS
  - A) Discussion Regarding the Jackrabbit Reservation System and Reservation Issues
- VII. NEW BUSINESS
  - A) Discussion of the Morro Bay Tourism Business Improvement District Expectations of the County Visitors and Conference Bureau
  - B) Discussion on Fulfillment Payment to the Chamber of Commerce
  - C) Discussion on Creating Morro Bay Lodging/Tourism Alliance Business Cards
- 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.**