

CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT COMMITTEE
MINUTES – THURSDAY, SEPTEMBER 16, 2010

MEMBERS PRESENT: NICK MENDOZA, JOAN SOLU, MICHELE JACQUEZ, DON DOUBLEDDEE, JOHN MEYERS

MEMBERS ABSENT: JAYNE BEHMAN, KAREN BIAGGINI

STAFF PRESENT: ANDREA LUEKER, CITY MANAGER

OTHERS PRESENT: JOHN SORGENFREI

I. CALL TO ORDER

The meeting was called to order at 10:08 a.m. by Chair Solu.

II. PUBLIC COMMENT PERIOD – None.

III. BOARD ANNOUNCEMENTS

Don Doubledee announced upcoming events including the Avocado and Margarita Festival.

Chair Solu announced the competition between the Coast Guard and Firefighters on September 18th at Coleman Park. The proceeds will provide funding for the Morro Bay Community Foundation.

The Foundation is also sponsoring the 3rd Annual Rock to Rock Run on Saturday, October 3rd.

Don Doubledee also discussed the trimming of the willows in front of the billboard noting Coastal Tree Experts began to trim and was stopped as someone indicated there was a permit needed. Don is following up with State Fish and Game to discuss the concern.

IV. APPROVAL OF MINUTES

MOTION: Member Jacquez moved the Board approve the minutes of the August 19, 2010 meeting with amendments to changing “September” to “October” in relation to when the Travel Writers would be in Morro Bay, and also amending “Member Stafford” with the correct board member under Item VII. The motion was seconded by Member Mendoza and carried unanimously. (5-0)

V. MONTHLY REPORTS

A) Trade Show Sub-Committee

The sub-committee has confirmed the oyster tour during the Savor event on September 30th. The Battle of the Bay has also been confirmed on Sunday, October 4th. The sub-committee has also been working on the 14' x 40' booth which will focus the four festivals in Morro Bay. A number of water-oriented items and kites will decorate the booth. Chair Solu is looking for workers for the booth at this time.

B) Review of Transient Occupancy Report

Staff Lueker presented the report indicating the transient occupancy tax as well as occupancy is above the figures from last year.

C) TJA Advertising Agency Report

John Sorgenfrei showed the "Battle of the Bay" video for the Sunset Savor event, the "Morro Bay Oyster Tour" video and a Harbor Festival video.

Chair Solu thanked John for such a quick turn around on these videos.

John Sorgenfrei then discussed the co-op program with the Visitors and Conference Bureau/San Luis Obispo County Business Improvement District/Pismo Beach/Paso Robles and San Luis Obispo involving a contribution of \$27,500 from the Morro Bay Tourism Business Improvement District to advertise the entire county.

MOTION: Member Mendoza moved the Board approve funding \$27,500 for this co-op project. The motion was seconded by Member Meyers and carried unanimously. (5-0)

The Business Improvement District has been working on a Visitors Guide in order to get ready for the Savor event; 10,000 copies were printed in order to have them completed for Savor. The new guide will be produced within the next year with input from both the Community Promotions Committee and the Tourism Business Improvement District.

Rick Turton reviewed the website and changes that have been made for enhanced readability as well as the web stats.

D) Web-Site Sub-Committee

This sub-committee met and the information was covered above.

E) Hotel Packaging Sub-Committee Report

This sub-committee did not meet.

F) Creative Sub-Committee Report

This sub-committee did meet and discussed spring campaign efforts.

G) Public Relations Sub-Committee

This sub-committee did meet and is working with the Travel Writers, who are staying one night in Morro Bay on Wednesday, October 6th and will go on an Oyster Tour and have dinner; there are 19 confirmed journalists for the entire event. The event is over budget by \$4,000 and the County Tourism Business Improvement District is requesting an additional \$2,000. Member Jacquez recommended waiting until the final budget is completed prior to funding any additional funds. The Board agreed to reconsider the issue following the completion of the event.

H) Tourism Business Improvement District Percentage Sub-Committee

This sub-committee did not meet.

I) Visitors and Conference Board Report/County Business Improvement District Report

Member Jacquez reported the Visitors and Conference Bureau (VCB) was focusing on the Savor event. She also shared some statistics from the VCB report on activity in Morro Bay from press, etc.

VI. UNFINISHED BUSINESS

VII. NEW BUSINESS

A) Discussion Regarding the Jackrabbit Reservation System and Reservation Issues

This item was continued to the next meeting; however, the web-site sub-committee members will be contacting the affected hotels. John Sorgenfrei will forward the concerns to the representative to see if they can attend a future meeting.

VIII. DECLARATION OF FUTURE AGENDA ITEMS

Discussion of the Morro Bay Tourism Business Improvement District Expectations of the County Visitors and Conference Bureau

IX. ADJOURNMENT

The meeting was adjourned at 12:10 p.m.