

**CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD MEETING AGENDA**

**THURSDAY, NOVEMBER 18, 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 October 21, 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
 - J) Fulfillment Sub-Committee
- VI. UNFINISHED BUSINESS
 - A) Presentation from a Representative from Jackrabbit
 - B) Approval of a Morro Bay Tourism Business Improvement District Business Card Design
 - C) Continued Discussion of the Morro Bay Tourism Business Improvement District Expectations of the County Visitors and Conference Bureau
- VII. NEW BUSINESS
 - A) Approval of Adding a Report Under the Transient Occupancy Tax Report Using Statistics From Smith Travel Research
 - B) Approval of the Financial Support Guidelines to the Tourism Business Improvement District Request for Funding Form
 - C) Discussion of Amendment to the Motion Made at the June 24, 2010 Meeting on Partial Funding of the Visitors Center
 - D) Discussion of the City Council's November 8th Action in Regard to the Visitor's Center and the Tourism Business Improvement District's Expectations of the Visitors Center

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.