

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

**THURSDAY, DECEMBER 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 November 18, 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) Continued Discussion of the Morro Bay Tourism Business Improvement District Expectations of the County Visitors and Conference Bureau
 - B) Continued Discussion of Adding a Report Under the Transient Occupancy Tax Report Using Statistics From Smith Travel Research
 - C) Continued Discussion of Approval of the Financial Support Guidelines to the Tourism Business Improvement District Request for Funding Form
- VII. NEW BUSINESS
 - A) Discussion of Additional Funding for the Cooperative Advertising with Mental Marketing and TJA
 - B) Discussion of Fulfillment Costs
- 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.