

**CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD MEETING AGENDA
THURSDAY, JANUARY 20, 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 December 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
 - J) Fulfillment Sub-Committee
- VI. UNFINISHED BUSINESS
- VII. NEW BUSINESS
 - A) Discussion of the Trade Show Booth
 - B) Continued Discussion of the Visitors Center
 - a) City Council's 11-08-10 Action
 - b) Expectations of the Visitors Center
 - c) Discussion of Amendment to the Motion made at the 6-24-10 Meeting
 - C) Discussion of Linking morrobay.org in a Different Manner on the City's Website
 - D) Discussion of Request for Additional Funds for the FAM Trip by the County BID
 - E) Review of Funding Requests
- 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.