

**CITY OF MORRO BAY  
TOURISM BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD MEETING AGENDA  
THURSDAY, FEBRUARY 17, 2011; 10:00 A.M.  
VETERANS' MEMORIAL BUILDING  
209 Surf Street, Morro Bay, CA**

- I. CALL TO ORDER
- II. PUBLIC COMMENT PERIOD
- III. BOARD ANNOUNCEMENTS
- IV. 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
- V. UNFINISHED BUSINESS
- VI. NEW BUSINESS
  - A) Discussion of the Trade Show Booth
  - B) Presentation on VCB Funding for 7/1/2011-06/30/2012 Fiscal Year
  - C) Presentation and Discussion of Savor the Central Coast Finale - Savor Opportunities in Morro Bay.
  - D) Discussion/Approval of Request for Funding from Morro Bay 4<sup>th</sup>.
  - E) Scheduling of MBTBID Stakeholders Annual Report, Meeting and Luncheon.
  - F) Discussion of Sub Committee Reporting Timelines.
  - G) Scheduling Of Special Meeting Date to Make Recommendations on Marketing and Advertising Services
- VII. DECLARATION OF FUTURE AGENDA ITEMS
- VIII. 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.**