

**CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT COMMITTEE
MINUTES – THURSDAY, OCTOBER 21, 2010**

MEMBERS PRESENT: NICK MENDOZA, JOAN SOLU, MICHELE JACQUEZ, DON DOUBLEDEE, JOHN MEYERS, JAYNE BEHMAN, KAREN BIAGGINI

MEMBERS ABSENT: NONE

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

III. BOARD ANNOUNCEMENTS

Member Behman reported that this weekend is the Morro Bay Photo Expo and her motel is booked. She stressed the importance of events for hotel occupancy.

Don Doubledee announced the Business Expo scheduled for November 18th. The mixer for Thursday night has been canceled in honor of Roger Lyon. He noted the Tall Ship Lady Washington will be in Morro Bay November 19-21.

Chair Solu announced “Morro Bay Sings the Beatles,” a fundraiser to benefit Morro Bay Community Foundation would be held on November 6th at the Morro Bay Veteran’s Hall, tickets are \$35.

IV. APPROVAL OF MINUTES

MOTION: Member Jacquez moved the Board approve the minutes for the September 16, 2010 meeting with the correction of deleting the sentence “He showed a video that included footage that had been shot for the project” which is located under item V, paragraph C. The motion was seconded by Member Meyers and carried unanimously. (7-0)

V. MONTHLY REPORTS

A) Trade Show Sub-Committee

Chair Solu thanked the volunteers and sponsors for the Savor event. John Sorgenfrei also thanked Ms. Solu for her significant efforts on the “Battle of the Bay” video.

B) Review of Transient Occupancy Report

Chair Solu provided the report indicating that transient occupancy tax is down year to year, probably based on how the Labor Day holiday fell in 2010 versus 2009. She indicated that more comparison would be possible after the September 2010 numbers were available.

Business Improvement District collection is at 2% versus the 3%.

Member Meyers compiled a report using data from the Smith Travel Research and reviewed the document with the Board.

C) TJA Advertising Agency Report

John Sorgenfrei provided an up-to-date budget review. He distributed the updated Visitors Guide that have been printed and are available. He also distributed a rough copy of an ad which he will be taking to the creative sub-committee for final approval.

The Board discussed the Visitors Guide and clarification that it was funded by the Tourism Business Improvement District and was inclusive of all hoteliers and the majority of other businesses that enhanced the visitor's experience.

The Chamber is also in the process of putting together a "Chamber Guide" that includes all Chamber members.

John reported that the Tourism Business Improvement District ran ads on KERO in Bakersfield as well as running a contest that brought people to the KERO website. He also showed a short video about the Oyster Tour.

Rick Turton reviewed the website and noted the Visitor's Guide is now inserted on the website allowing views to "flip through" the document. He also reviewed the current web stats.

D) Web-Site Sub-Committee - this sub-committee did not meet.

E) Hotel Packaging Sub-Committee Report - this sub-committee did not meet.

F) Creative Sub-Committee Report - this sub-committee did not meet.

G) Public Relations Sub-Committee

The Travel Writers Tour went well on Wednesday, October 6th. Member Jacquez thanked those who participated and made the event possible. The Paso Robles Wine Alliance also brought over an additional 16 writers for a second oyster tour.

H) Tourism Business Improvement District Percentage Sub-Committee

Member Meyer distributed a worksheet regarding requests for financial support for events.

I) Visitors and Conference Board Report/County Business Improvement District Report
Member Jacquez reported the VCB discussed the Savor event, including the following facts:

- There were over 121 million media impressions from the event.
- 60 print media journalists attended the event
- 5,718 visitors attended the event
- The average out-of-town visitor spent \$402 per person

She also indicated that Rev Par statistics indicated that Morro Bay is down, while most cities have increased.

At the County BID Alliance meeting, a discussion was held about expectations of the County VCB.

VI. UNFINISHED BUSINESS

A) Discussion Regarding the Jackrabbit Reservation System and Reservation Issues

Since this item was agendaized, the majority of the problems have been resolved and the Board had no further discussion. However, the Board asked that John Sorgenfrei invite the Jackrabbit Representative to the November meeting.

VII. NEW BUSINESS

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

Member Jacquez asked the Board members to rank the importance of the services of the Visitors and Conference Bureau. The Board decided to individually do the ranking and send it to Member Jacquez for compiling and presentation at the next meeting

B) Discussion on Fulfillment Payment to the Chamber of Commerce

Chair Solu asked to further review the actual costs of fulfillment. She suggested creating an Ad Response Fulfillment Sub-Committee. Member Solu suggested including Members Jacquez, Solu and Meyers to serve on the sub-committee.

MOTION: Member Jacquez moved the Board form a Fulfillment Sub-Committee with Members Jacquez, Solu and Meyers serving as sub-committee members. The motion was seconded by Member Biaggini and carried unanimously. (7-0)

MOTION: Member Meyers moved the Board not exceed \$1,500 per month (July, August, September and October) and return in November with further review of fulfillment. The motion was seconded by Member Biaggini and carried with Member Doubledee abstaining. (6-0-1)

C) Discussion on Creating Morro Bay Lodging/Tourism Alliance Business Cards

The Board discussed a master business card. John Sorgenfrei stated he would bring back a design at the November meeting.

MOTION: Member Biaggini moved the Board approve the expense of developing a Morro Bay Lodging/Tourism Alliance business card. The motion was seconded by Member Mendoza and carried unanimously. (7-0)

VIII. DECLARATION OF FUTURE AGENDA ITEMS

- Presentation From a Representative From Jackrabbit
- Approval of a Morro Bay Tourism Business Improvement District Business Card Design
- Approval of Adding a Report Under the Transient Occupancy Tax Report Using Statistics From Smith Travel Research
- Approval of the Financial Support Guidelines to the Tourism Business Improvement District Request for Funding Form
- Discussion of Amendment to the Motion Made on Partial Funding of the Visitors Center
- Review of the Visitors Center

IX. ADJOURNMENT

The meeting adjourned at 12:50 p.m.