

**CITY OF MORRO BAY  
TOURISM BUSINESS IMPROVEMENT DISTRICT COMMITTEE  
MINUTES – THURSDAY, NOVEMBER 18, 2010**

MEMBERS PRESENT: NICK MENDOZA, JOAN SOLU MICHELE JACQUEZ, CRAIG SCHMIDT, 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

Hunter Kilpatrick announced that he was the new Executive Director of the Morro Bay Harbor Festival.

Tyson Stockton, a graduate student from Cal Poly, briefly discussed his project assessing the Morro Bay residents' attitude on tourism.

Jenny Brantlee provided her dog-friendly business network brochure and asked for \$2,500 for a new design, reproduction and distribution.

Tom Laurie discussed the dining guide and that some restaurants were not included. Mr. Laurie also asked about our return from the Savor event and the return from the Travel Writers, the availability of aerial photos and the return on California International Travels Guide. He also indicated interest in taking over the Visitor's Center.

III. BOARD ANNOUNCEMENTS

Craig Schmidt was introduced as the new CEO of the Chamber of Commerce. He has 15 years of CEO experience in tourism development and economic stimulus.

IV. APPROVAL OF MINUTES

MOTION: Member Jacquez moved the Board approve the minutes of the October 21, 2010 Tourism Business Improvement District Advisory Board meeting. The motion was seconded by Member Biaggini and carried unanimously. (7-0)

V. MONTHLY REPORTS

A) Trade Show Sub-Committee

This sub-committee did not meet; however, the Board consensus was to go to the Los Angeles Times Trade Show.

Chair Solu discussed the Travel Writers piece in over 400 newspapers and the Good Morning America “Happiest Places in the World” piece. Member Jacquez brought the Sunset article on visiting Morro Bay, a 10 minute clip from Savor on sustainability, and a 20 minute video aired in New York from one of the Travel Writers.

B) Review of Transient Occupancy Report

Ms. Lueker reviewed the transient occupancy tax numbers and indicated that the motel tax received increased as well as occupancy. Vacation tax receipts are lower than last year, but those receipts continue to be received.

C) TJA Advertising Agency Report

John Sorgenfrei reviewed the latest budget report.

John also discussed the approval of an advertisement for the County Visitors and Conference Bureau (VCB) guide (print and digital) with \$2,200; this funding was taken out of the contingency fund. He asked that this ad be reviewed at the Creative Sub-Committee.

MOTION: Member Jacquez moved the City Council approve for \$2,200 be taken out of the contingency fund for the County VCB guide advertisement. The motion was seconded by Member Mendoza and carried unanimously. (7-0)

Rick Turton discussed the web stats and provided a brief demonstration on the smart phone applications. He indicated that the statistics show an approximate 6% increase. He also will review the “dot moby” application and the current dining guide so that information is up to date.

D) Web-Site Sub-Committee

This sub-committee met and will be working on a newsletter to go out twice each month to approximately 10,000 who have signed up for this information.

There was discussion on who owns the morrobay.org website as well as linking to the City of Morro Bay’s website.

E) Hotel Packaging Sub-Committee Report

This sub-committee met and discussed the following points:

1. Existing/Standard Lodging Packages
2. Event Targeted Packages
3. Community Calendar

4. Communications
5. Visitor Center
6. Location of the Visitor Center

John Sorgenfrei discussed the creation of a simple package for the website.

Member Behman left the meeting at this time (11:30 a.m.)

- F) Creative Sub-Committee Report - this sub-committee did not meet.
- G) Public Relations Sub-Committee - this sub-committee did not meet.
- H) Tourism Business Improvement District Percentage Sub-Committee - this sub-committee did not meet.
- I) Visitors and Conference Board Report/County Business Improvement District Report  
VCB Member Jacquez informed the Board that John Summer and Dave Kastner both resigned from the VCB. The VCB Board agreed conceptually to move forward with the Savor event, as well as shared some Savor statistics.

County Business Improvement District (BID) Alliance – the collaborative marketing effort with Mental and TJA advertising was discussed. Each BID is being asked to provide an additional \$2,000 due to the VCB upheaval. This item will be brought back for discussion at the December meeting.

- J) Fulfillment Sub-Committee  
Member Jacquez stepped down from the sub-committee and Craig Schmidt moved into the position. Member Meyer provided the report from the sub-committee, specifically the cost of mailing and how to set-up the brochure and how to design it to ensure processing by machine.

MOTION: Member Jacquez moved the Board extend to pay for fulfillment at \$1000 for both November and December. Should the cost of fulfillment exceed \$1,000 for either of those months, then Craig Schmidt will contact John Sorenfrei. The motion was seconded by Member Mendoza and carried unanimously. (6-0)

## VI. UNFINISHED BUSINESS

- A) Presentation from a Representative from Jackrabbit  
Steve Mead from Jackrabbit presented an overview of the system and local statistics.
- B) Approval of a Morro Bay Tourism Business Improvement District Business Card Design  
John provided a concept for a business card. The Board agreed to put their phone numbers on the back of the card.

MOTION: Member Jacquez moved the Board approve funding \$500 for business cards. The motion was seconded by Member Biaggini and carried unanimously. (6-0)

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

The Board revealed their top three expectations and Member Jacquez was to collate the results and bring them back to the next meeting as well as forward to the VCB and Tourism Business Improvement District Alliance.

VII. NEW BUSINESS

A) Approval of Adding a Report Under the Transient Occupancy Tax Report Using Statistics from Smith Travel Research - This item was continued to the next meeting.

B) Approval of the Financial Support Guidelines to the Tourism Business Improvement District Request for Funding Form - This item was continued to the next meeting.

C) Discussion of Amendment to the Motion Made at the June 24, 2010 Meeting on Partial Funding of the Visitors Center - A brief discussion was held and this item would be returned for further discussion.

D) Discussion of the City Council's November 8<sup>th</sup> Action in Regard to the Visitors Center and the Tourism Business Improvement District's Expectations of the Visitors Center - This item was continued to the next meeting.

VIII. DECLARATION OF FUTURE AGENDA ITEMS

- Discussion of Additional Funding for the Cooperative Advertising with Mental Marketing and TJA (December)
- Continued Discussion on Fulfillment Costs (December)
- Continued Discussion of the Morro Bay Tourism Business Improvement District Expectations of the County Visitors and Conference Bureau (December)
- Continued Discussion of Approval of Adding a Report Under the Transient Occupancy Tax Report Using Statistics from Smith Travel Research (December)
- Continued Discussion of Approval of the Financial Support Guidelines to the Tourism Business Improvement District Request for Funding Form (December)
- Discussion of the Trade Show Booth (January)
- Review of the Visitors Center (including discussion of the November 8, 2010 City Council Motion and June 24, 2010 MBTBID Motion) (January)
- Discussion on linking morrobay.org in a different manner on the City of Morro Bay website (January)

IX. ADJOURNMENT

The meeting adjourned at 1:00 p.m.