

**CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD
MINUTES – THURSDAY, DECEMBER 16, 2010**

MEMBERS PRESENT: NICK MENDOZA, MICHELE JACQUEZ, CRAIG SCHMIDT,
JOHN MEYERS, JAYNE BEHMAN.

MEMBERS ABSENT: JOAN SOLU, KAREN BIAGGINI

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 Vice Chair Jacquez.

II. PUBLIC COMMENT PERIOD – None.

III. BOARD ANNOUNCEMENTS

Craig Schmidt announced that he would hold a roundtable meeting with the events community in January.

IV. APPROVAL OF MINUTES

MOTION: Member Behman moved the Board approve the minutes of the November 18, 2010 meeting. The motion was seconded by Member Schmidt and carried unanimously. (5-0)

V. MONTHLY REPORTS

A) Trade Show Sub-Committee

This sub-committee met and discussed the trade show booth and the need to revamp the booth.

B) Review of Transient Occupancy Report

Andrea Lueker reviewed the transient occupancy tax numbers and indicated that the motel tax received was up as well as occupancy. She also noted that one motel and one trailer park had not reported at the time of the printing of this report.

C) TJA Advertising Agency Report

John Sorgenfrei reviewed the new rack card, which is similar to the latest Visitors Guide.

MOTION: Member Schmidt moved the Board approve Item A under New Business be moved under the TJA Advertising Agency Report. The motion was seconded by Member Mendoza and carried unanimously. (5-0)

NEW BUSINESS

A) Discussion of Additional Funding for the Cooperative Advertising with Mental Marketing and TJA

John Sorgenfrei provided information on the Cooperative Advertising Plan.

MOTION: Member Schmidt moved the Board approve an additional \$500 be funded to the Co-op with the County/City advertising line item from the contingency fund. The motion was seconded by Member Meyers and carried unanimously. (5-0)

The Board then returned to the Agency report:

Rick Turton discussed the web statistics. He indicated that the statistics show an approximate 10% increase.

Member Meyers distributed a report that merged the transient occupancy tax figures with the figures from Google Analytics. He will be providing this report on a quarterly basis.

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

E) Hotel Packaging Sub-Committee Report - this sub-committee did meet, but did not have a report.

F) Creative Sub-Committee Report

This sub-committee did meet and discussed recent ads which John Sorgenfrei will be bringing to the January meeting.

G) Public Relations Sub-Committee

This sub-committee did meet and there was a request for additional funds for the FAM trip that occurred during the Savor event. This item will be agendaized for the next meeting.

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 – Vice-Chair Jacquez informed the group that the SAVOR event is very likely to be moving forward at the Santa Margarita Ranch. She also reported that REV PAR statistics are up in our region. Vice-Chair Jacquez suggested that the Board should begin to think about the Savor event and how Morro Bay will participate. She also announced there is a Tourism Vision Workshop scheduled for January.

County BID Alliance – John Sorgenfrei discussed the BID Alliance meeting held on December 14, 2010. The results of the meeting included a BID Alliance could be a good lobbying force. Also discussed was the relationship between the Business Improvement Districts and the Visitors and Conference Bureau (VCB). Lastly the Business Improvement Districts discussed the top three things they wanted from the VCB; those included branding, public relations and attendance at group and meeting planner functions.

J) Fulfillment Sub-Committee

The sub-committee met and discussed the cost of postage per item. John Sorgenfrei and Craig Schmidt met and discussed the fulfillment piece and its shortcomings.

VI. UNFINISHED BUSINESS

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

This item was continued from the last meeting. However, during that time the BID Alliance had determined the top three things they are interested in include branding, public relations and attendance at group and meeting planner functions. The Morro Bay Tourism Business Improvement District will be notifying the BID Alliance of Morro Bay's additional interest in grant funding.

B) Continued Discussion of Adding a Report Under the Transient Occupancy Tax Report Using Statistics from Smith Travel Research

Member Meyers distributed his report and asked the Board if they were interested in receiving this document.

MOTION: Member Schmidt moved the Board approve adding a quarterly report under the Transient Occupancy Tax Report using statistics from Smith Travel Research. The motion was seconded by Member Mendoza and carried unanimously. (5-0)

C) Continued Discussion of Approval of the Financial Support Guidelines to the Tourism Business Improvement District Request for Funding Form

Member Meyers distributed his report and asked the Board if there was interest in considering this information when groups requested funding. No further action was taken on this item.

VII. NEW BUSINESS

B) Discussion of Fulfillment Costs

Craig Schmidt discussed the costs of fulfillment. The Board discussed the issue of funding and inclusion in the Visitors Guide.

MOTION: Member Behman moved the Board fund up to .40 per Visitor Guide mailed. The motion was seconded by Vice Chair Jacquez and carried with Member Schmidt abstaining from the vote. (4-0-1)

VIII. DECLARATION OF FUTURE AGENDA ITEMS

Staff reviewed the following future agenda items:

- 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

IX. ADJOURNMENT

The meeting was adjourned at 11:35.