

**CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD MEETING AGENDA
THURSDAY, APRIL 21, 2011; 10:00 A.M.
VETERANS' MEMORIAL BUILDING**

- I. CALL TO ORDER
- II. PUBLIC COMMENT PERIOD
- III. BOARD ANNOUNCEMENTS
- IV. APPROVAL OF MINUTES
- 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) Visitors and Conference Bureau Report/County Business Improvement District Report
 - I) Fulfillment Sub-Committee
- VI. UNFINISHED BUSINESS
- VII. NEW BUSINESS
 - A) Recommendation to Renew the TBID Assessment for FY 2011/12 to Continue Its Activities
 - B) Discussion of TBID Sub-Committees and Members
 - C) Discussion of the Proposal to Combine the Community Promotions Committee and the TBID Board
 - D) Consideration of a Co-op Funding Opportunity with the County BID
 - E) Consideration of a Co-op Funding Opportunity with the VCB for a Familiarization Travel Writers Tour
 - F) Quarterly Review of Funding Requests
 - 1. Central Coast Writers Conference
 - 2. Morro Bay Triathlon
 - G) Report and Discussion of the Marketing Transition
 - H) Set a Date for a Future Workshop/Joint Meeting with the New Marketing Agency and the Community Promotions Committee
- 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.