

CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT COMMITTEE
MINUTES – THURSDAY, MARCH 17, 2011

MEMBERS PRESENT: NICK MENDOZA, MICHELE JACQUEZ, CRAIG SCHMIDT,
JOAN SOLU, KAREN BIAGGINI, JAYNE BEHMAN.

MEMBERS ABSENT: JOHN MEYERS

STAFF PRESENT: ANDREA LUEKER, CITY MANAGER

OTHERS PRESENT: JOHN SORGENFREI

I. CALL TO ORDER

The meeting was called to order at 10:05 a.m. by Chair Solu.

II. PUBLIC COMMENT PERIOD

Janice Peters discussed the local film contact and interest from the Community Promotions Committee with this idea.

John Solu announced a promotion with the Morro Bay Oyster Tour and STAX Wine Bar.

Marlene Peter, Chair of the Morro Bay Community Foundation announced the trolley advertising partnership project.

Dan Podesto thanked the Board for their support and announced the Morro 4th Fundraising Luau at the Harbor Hut on March 20th.

Bill Yates introduced himself as the liaison to the Board and thanked the Board for their service.

III. BOARD ANNOUNCEMENTS

Craig Schmidt announced that he would be willing to put out a blast to the Chamber members about the trolley partnership program.

Member Schmidt announced the Chamber Mixer scheduled for this evening at Coast National Bank.

Member Mendoza announced the Morro Bay Rotary Club fundraiser on March 19th at the Veterans Hall.

Chair Solu announced the Del Mar Fundraising event scheduled for May 10th.

IV. APPROVAL OF MINUTES

MOTION: Member Jacquez moved the Board approve the minutes of the January 20, 2011 Tourism Business Improvement District Advisory Board meeting. The motion was seconded by Member Mendoza and carried unanimously. (6-0)

Chair Solu asked to move all Unfinished Business items above monthly reports

MOTION: Member Schmidt moved the Board move all Unfinished Business items above monthly reports. The motion was seconded by Member Jacquez and carried unanimously. (6-0)

V. MONTHLY REPORTS

A) Trade Show Sub-Committee

This sub-committee did meet and discussed trade shows. The sub-committee suggested not investing in a new booth at this time.

B) Review of Transient Occupancy Report

Chair Solu reviewed the transient occupancy tax numbers and indicated that the motel tax received was down as well as occupancy.

Chair Solu asked if the # and the * are updated on the transient occupancy tax report.

C) TJA Advertising Agency Report

John Sorgenfrei indicated that he continued to work with staff on bringing the budget up to date and will bring back an updated report in April. He also talked about some of the upcoming advertising that had been done as well as the packaging efforts. He also discussed the concept of a transition committee.

John Sorgenfrei discussed the Film Commission concept that was discussed during the Community Promotions Committee meeting.

Rick Turton discussed the web statistics. Rick Turton discussed the “hand-off” strategy for the digital assets for the new marketing agency. He also discussed the phasing-out of the 3rd party-Elements, and that work coming “in-house”.

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

E) Hotel Packaging Sub-Committee Report - this sub-committee did meet, and the Board reviewed the report that was distributed.

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 - the sub-committee did not meet.

MOTION: Member Jacquez moved the Board approve to remove the Tourism Business Improvement District Percentage Sub-Committee report from the agenda. The motion was seconded by Member Biaggini and carried unanimously. (6-0)

- I) Visitors and Conference Board Report/County Business Improvement District Report
Member Jacquez announced a new California Welcome Center had been opened in Salinas. San Luis Obispo County has received a 24-page article in the US airways magazine and that September was going to be recognized as wine month in both the county and state.

County Business Improvement District Alliance – there was no report.

- J) Fulfillment Sub-Committee - this sub-committee did not meet.

VI. UNFINISHED BUSINESS

- A) Continued Discussion and Decision on Funding the Savor Event - the sub-committee report was distributed and discussed.

MOTION: Member Jacquez moved the Board approve to fund \$21,000. The motion was seconded by Member Schmidt and carried unanimously. (6-0)

MOTION: Member Jacquez moved the Board approve to fund \$5,000 for the oyster sponsor. The motion was seconded by Member Behman and carried with Chair Solu stepping down from this discussion and vote due to a conflict of interest. (5-0-1)

- B) Continued Discussion and Decision on Funding the SLO VCB for 2011/12 - the Board discussed this item.

MOTION: Member Biaggini moved the Board approve to fund the Visitors and Conference Bureau at full funding, contingent on all other groups funding at the requested amounts. The motion was seconded by Member Schmidt and carried with Member Behman abstaining. (5-0-1)

- C) Continued Discussion and Decision on Stakeholders Annual Report, Meeting and Luncheon - Chair Solu reviewed the event; no further action was needed.

- D) Consideration of Revision to the Motion Made at the 6/24/11 TIBD Meeting Regarding the Funding of the Visitors Center
Staff Lueker reviewed the original motion made and indicated it had no mention of oversight at the Visitors Center. The Board discussed this issue and the oversight issue and determined to make an additional motion.

MOTION: Member Jacquez moved the Board approve that the Visitors Center monthly report include actual invoices and detail, confirmation that the Chamber CEO is correspondence with Visitor Center staff on TBID “special and packages” and providing a quarterly financial report. The motion was seconded by Member Mendoza and carried with Member Schmidt abstaining. (5-0-1)

VII. NEW BUSINESS

A) Selection of Chair and Vice Chair

MOTION: Member Mendoza nominated Joan Solu for Chair and Michele Jacquez as Vice Chair. The motion was seconded by Member Schmidt and carried unanimously. (6-0)

B) Discussion of a Solicitation Letter to all Hotels Regarding Trolley Advertising Partnership Program with the Morro Bay Community Foundation.

MOTION: Member Jacquez moved the Board approve working with the Morro Bay Community Foundation on the trolley advertising including an e-mail blast and adding the information to the TBID website. The motion was seconded by Member Biaggini and carried unanimously. (6-0)

VIII. DECLARATION OF FUTURE AGENDA ITEMS

Designation of a Marketing Transition Sub-Committee
Discussion of Support of a Film Commission
Discussion of Method of Budget Reporting

IX. ADJOURNMENT

The meeting was adjourned at 12:35 p.m.