

**CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD MEETING AGENDA
THURSDAY, MAY 19, 2011; 10:00 A.M.
VETERANS' MEMORIAL BUILDING**

- I. CALL TO ORDER**
- II. PUBLIC COMMENT PERIOD**
- III. BOARD ANNOUNCEMENTS**
- IV. APPROVAL OF MINUTES** - The minutes for the February 17, 2011 and April 21, 2011 regular meetings are submitted for approval.
- 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
- VI. UNFINISHED BUSINESS**
 - A) Continued Discussion of the Proposal to Combine the Community Promotions Committee and the Tourism Business Improvement District Advisory Board
 - B) Continued Quarterly Review of Funding Requests
 - 1. Central Coast Writers Conference
 - C) Report and Discussion of the Marketing Transition
 - D) Confirm a Date for a Future Workshop/Joint Meeting with the New Marketing Agency and the Community Promotions Committee
- VII. NEW BUSINESS**
 - A) Discussion on the Film Commission
 - B) Discussion on the Jack Rabbit Reservation System
 - C) Discussion on the “I FLY SAN LUIS OBISPO”
 - D) Discussion on the “Car Free San Luis Obispo” Program
 - E) Discussion on the Design for the New Trade Show Booth
- 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.