

CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD
MINUTES – THURSDAY, FEBRUARY 17, 2011

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

MEMBERS ABSENT: JOHN MEYERS

STAFF PRESENT: ROB SCHULTZ, CITY ATTORNEY

OTHERS PRESENT: JOHN SORGENFREI

I. CALL TO ORDER

The meeting was called to order at 10:03 a.m. by Chair Solu.

II. PUBLIC COMMENT PERIOD

Gary Christensen thanked John Sorgenfrei for all his help on the 4th of July 4th celebration. The non-profit 4th of July Committee was formed to bring tourists to Morro Bay. They raised \$70,000 last year and thanked the Tourism Business Improvement District Advisory Board (TBID) for their generous donation of \$10,000 last year. There is a revised proposal for help with funding from TBID this year.

Dan Podesto - President of the 4th of July Committee requested funding for the 4th of July festivities. He stated the event needs funding as it is a non-profit event, and all funds come from donations and fundraising.

Barry Cleveland stated he is now working with TJA to help put the wine industry on the map and his background is in marketing the wine industry and wine tourism.

Tyson Stockton stated he is a Cal Poly graduate working on a survey on tourism and thanked TJA for their help.

III. BOARD ANNOUNCEMENTS

Member Schmidt announced a Chamber mixer would be held tonight at Morro Bay Gift and Drug Store. He also announced the Chili Cook-Off event on March 12th.

Chair Solu announced the Del Mar Elementary Art Auction Fundraiser is coming up and they are seeking donations for the auction.

Member Behman announced a Surf Contest will be held on March 5th.

IV. MONTHLY REPORTS

A) Trade Show Sub-Committee - this sub-committee did not meet.

B) Review of Transient Occupancy Report

Chair Solu reviewed the transient occupancy tax numbers and indicated that the motel taxes received were down 1% from the previous December. She also noted that trailer park receipts were up and vacation rentals down.

C) TJA Advertising Agency Report

John Sorgenfrei reviewed the updated budget and allocated amounts. He said it is time for the Budget Sub-committee to get together for next year. Chair Solu asked about the collateral and fulfillment accounts and to relook at those accounts.

John Sorgenfrei discussed the new Campaign "Let Us Show You the Way" and changes to the website. He said the goal is to increase "you tube" library.

Rick Turton discussed the web statistics. He showed statistics from "compete.com" to show relationships with visitors and other cities. TJA has been busy "deconstructing" the website and addressing issues and moving away from Elements software. Mr. Turton stated we are now on the first page of Google.

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

E) Hotel Packaging Sub-Committee Report - Member Behman gave an update on Taffy Tuesdays and Weekday Madness Package. She requested that TBID underwrite Taffy Tuesday and Weekday Madness Package for March and April for \$1,700.

MOTION: Member Jacquez moved the Board fund the Taffy Tuesday and Weekday Madness Package for March and April for \$1,700. The motion was seconded by Member Biaggini and carried unanimously. (6-0)

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 Bureau Report/County Business Improvement District Report - Chair Solu gave a report that all Chairs of Cities and County BIDs met and talked about the Visitors and Conference Bureau (VCB). It is important that the VCB is in existence as a neutral entity to help cities.

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

V. UNFINISHED BUSINESS - None

VI. NEW BUSINESS

A) Discussion of the Trade Show Booth

Chair Solu had the tradeshow booth set up at the meeting and said the trade booth needs to be replaced as it is old and tired.

MOTION: Member Jacquez moved the Board send the issue to the Trade Show Subcommittee to research prices and come back with a recommendation. The motion was seconded by Member Schmidt and carried unanimously. (6-0)

B) Presentation on VCB Funding for 7/1/2011-06/30/2012 Fiscal Year

Molly Cano from SLO VCB gave a PowerPoint presentation on their marketing plan and request for funding.

MOTION: Member Jacquez moved the Board continue this item to March 17, to allow for full review of the VCB marketing plan and then make a final determination of funding for VCB. The motion was seconded by Member Mendoza and carried unanimously. (6-0)

C) Presentation and Discussion of Savor the Central Coast Finale – Savor Opportunities in Morro Bay.

Josh Heiser from O'Donnell Lane gave a PowerPoint presentation regarding the Savor the Central Coast event and funding opportunities for this year's event.

Chair Solu stated that last year's 25,000 was money well spent with real good value. Member Mendoza asked about survey results. Mr. Heiser stated results were excellent but vendor survey had some issues that they are working on.

MOTION: Member Jacquez moved the Trade Show Subcommittee should meet with Mr. Heiser and work out all the fine details and costs and bring back a recommendation for funding. The motion was seconded by Member Schmidt and carried unanimously (6-0).

D) Discussion/Approval of Request for Funding from Morro Bay 4th of July

A proposal for funding was made by the 4th of July Committee in a presentation last month to the TBID last month; their request is for \$15,000.

Member Behman commented she was glad the 4th of July event was for the weekend.

Member Biaggini commented on expenses related to the barge. President Podesto stated the barge was free last year, but this year they have to pay; he commented the Community Promotions Committee donated \$5,000.

Member Mendoza commented last year was supposed to be seed money and not come back each year for funding. President Podesto stated their intention is not to come and ask for funds each year but the non-profit Morro Bay 4th of July is in its second year and still needs assistance; they do not anticipate always seeking funding from TBID.

Member Jacquez commented TBID is not an events board and need to be careful about funding events.

MOTION: Member Jacquez moved the Board approve to match the Community Promotions Committee with \$5,000 out of events promotion the 4th of July. The motion failed for lack of a second.

MOTION: Member Schmidt moved the Board approve to fund \$15,000 to the 4th of July with special earmarks. The motion was seconded by Member Behman and failed with Member Biaggini, Member Jacquez, Member Mendoza and Chair Solu voting no. (2-4)

MOTION: Member Schmidt moved the Board approve to fund the 4th of July \$8,000 earmarked for fireworks and \$2,000 in "in-kind" advertising services, and work with hoteliers on sponsorship packages and web links. The motion was seconded by Member Mendoza and carried unanimously. (6-0)

- E) Scheduling of MBTBID Stakeholders Annual Report, Meeting and Luncheon.
Chair Solu announced the annual stakeholders luncheon for all members of the TBID (all hoteliers) is March 24th at 11:30 am to 1:00 pm and \$2,500 funding is needed for the meeting and luncheon at the Inn at Morro Bay.

MOTION: Member Jacquez moved the Board approve to fund \$2,500 for the annual stakeholders luncheon from the tradeshow account. The motion was seconded by Member Schmidt and carried unanimously. (6-0)

- F) Discussion of Sub-Committee Reporting Timelines.
Chair Solu reminded the Board that everyone has jobs outside the Board; sometimes reports are late, but if a report is late you can always ask for a continuance.

G) Scheduling Of Special Meeting Date to Make Recommendations on Marketing and Advertising Services

Chair Solu stated the Board needed to schedule a date with the Community Promotions Committee to make a recommendation on the RFP's for Marketing and Advertising Services.

The Board agreed on March 1st at 5:00 pm. for the special meeting with Community Promotions Committee.

VIII. DECLARATION OF FUTURE AGENDA ITEMS - None

IX. ADJOURNMENT - The meeting was adjourned at 1:07 p.m.