

CITY OF MORRO BAY  
TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD  
MINUTES – THURSDAY, APRIL 21, 2011

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

MEMBERS ABSENT: NONE

STAFF PRESENT: ROB SCHULTZ, CITY ATTORNEY

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

Cheri Clark from Barnett Cox & Associates Advertising Agency introduced herself and stated she is looking forward to working with the City.

III. BOARD ANNOUNCEMENTS

Member Behman announced the 4th of July Oyster and Beer fundraiser would be held at Dockside on May 22<sup>nd</sup>.

Member Schmidt announced the Kite Festival would be held on April 30<sup>th</sup> and May 1<sup>st</sup> with a Parade at 10 a.m.; the Chamber mixer is tonight at Seven Sisters Gallery.

Chair Solu announced trolley season advertising is available.

IV. APPROVAL OF MINUTES

MOTION: Member Jacquez moved the Board approve the minutes of the March 17, 2011 meeting with correction. The motion was seconded by Member Mendoza and carried unanimously. (7-0)

Chair Solu asked to move Item F - Quarterly Review of Funding Requests to hear presentations

MOTION: Member Schmidt moved the Board move Item "F" to the beginning of the agenda. The motion was seconded by Member Jacquez and carried unanimously. (7-0)

V. MONTHLY REPORTS

A) Trade Show Sub-Committee

This sub-committee met and discussed participation in the Savor event. John Sorgenfrei stated the LA Trade Show was a good event, and noted the Sunset Menlo Park Trade Show is coming up.

B) Review of Transient Occupancy Report

Chair Solu reviewed the transient occupancy tax numbers and indicated the motel taxes received were up 3% from the previous February.

C) TJA Advertising Agency Report

John Sorgenfrei reviewed the updated budget and allocated amounts for transition through June. John Sorgenfrei visited with the Chief of Sunset about Savor and gave an update on the event. He gave a presentation of the new video for website and tourism campaign. Mr. Sorgenfrei also attended the BID Alliance.

Rick Turton discussed the web statistics. He said the City is second on Facebook and U-tube hits in the County.

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

E) Hotel Packaging Sub-Committee Report

Member Behman gave an update on the Weekday Package and requested direction if it should be continued through June 8<sup>th</sup>. She said the Tuesday Taffy had 19 coupons collected, so it is under budget. Member Behman stated she talked with the Natural History Museum about Packages.

MOTION: Member Biaggini moved to approve the Hotel Packaging promotion for a 15% discount through June 8<sup>th</sup>, and to partner with the Natural History Museum on reduced rates for tickets. The motion was seconded by Member Schmidt and carried unanimously (7-0).

F) Creative Sub-Committee Report - this sub-committee did not meet.

G) Public Relations Sub-Committee - this sub-committee did not meet.

H) Visitors and Conference Bureau Report/County Business Improvement District Report - Member Jacquez gave a report. SLO Airport gave a report at the meeting.

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

MOTION: Member Jacquez moved the Board approve to remove this sub-committee. The motion was seconded by Member Mendoza and carried unanimously (7-0).

VI. UNFINISHED BUSINESS - None

VII. NEW BUSINESS

- A) Recommendation to Renew the TBID Assessment for FY 2011/12 to Continue Its Activities - City Attorney Robert Schultz discussed the need for the City's TBID Ordinance for the Annual Assessment to be renewed each year by the City Council.

MOTION: Member Mendoza moved the Board recommend to City Council to renew the 3% Annual Assessment for the TBID. The motion was seconded by Member Meyers and carried unanimously. (7-0)

- B) Discussion of TBID Sub-Committees and Members

The Board appointed the following members to the following subcommittees:

**Website Committee:** Member Jacquez, Member Schmidt, and Chair Solu.

**Packaging Committee:** Member Behman, Member Meyers, and Member Schmidt.

**Creative Committee:** Member Biaggini, Member Behman, and Chair Solu.

**Trade Show Committee:** Member Jacquez, Member Mendoza, and Chair Solu.

**Public Relations Committee:** Member Biaggini, Member Jacquez, and Member Meyers.

**Budget Committee:** Member Biaggini, Member Jacquez, and Chair Solu.

**Marketing Transition Committee:** Member Biaggini, Member Jacquez, and Chair Solu.

- C) Discussion of the Proposal to Combine the Community Promotions Committee and the TBID Board

City Attorney Robert Schultz reported on May 10<sup>th</sup> the City Council will be discussing joining the Tourism Business Improvement District Advisory Board (TBID) and Community Promotions Committee (CPC) together to increase efficiency.

All members agreed that TBID and CPC need to remain separate, but there are ways to make the Boards more efficient.

MOTION: Member Biaggini moved the Board recommend to City Council that they not move forward to combine TBID and CPC at this time but instead look at other options to improve efficiency in the next six months and allow TBID and CPC to report back with recommendations. The motion was seconded by Member Schmidt and carried unanimously. (7-0)

- D) Consideration of a Co-op Funding Opportunity with the County BID

Member Jacquez stated the County BID is looking for co-op funding for the PBS Travel Scope TV Show.

MOTION: Member Biaggini moved the Board approve to fund \$3000 for the PBS Travel Scope TV Show. The motion was seconded by Member Schmidt and carried unanimously. (7-0)

E) Consideration of a Co-op Funding Opportunity with the VCB for a Familiarization Travel Writers Tour.

Chair Solu stated that on May 27<sup>th</sup> twenty-five International travel writers are coming to the County and the VCB is asking for funding for the event.

MOTION: Member Jacquez moved the Board approve to fund \$1500 for the Travel Writers Tour event. The motion was seconded by Member Mendoza and carried unanimously. (7-0)

F) Quarterly Review of Funding Requests

1) Central Coast Writers Conference - Continued to the May meeting.

2) Morro Bay Triathlon - Christi McNamara and Horowitz gave a presentation on the race, and requested \$11,000 to assist in funding this event.

MOTION: Member Jacquez moved the Board approve to fund cooperative ads in the amount of \$2,500 from the Events Fund upon obtaining all permits, and for TJA to work with the promoters of Morro Bay Triathlon to assist in promoting the event. The motion was seconded by Member Mendoza and carried unanimously. (7-0)

G) Report and Discussion of the Marketing Transition

City Attorney Robert Schultz gave a status report on current negotiations with Barnett Cox & Associates and finalizing the contract by the second Council meeting in May.

The Board appointed Chair Solu and Members Jacquez and Biaggini to serve as a Marketing Transition Sub-Committee.

H) Set a Date for a Future Workshop/Joint Meeting with the New Marketing Agency and the Community Promotions Committee

The Board agreed to have a joint meeting with the Community Promotions Committee at their next meeting on May 19, 2011.

VIII. DECLARATION OF FUTURE AGENDA ITEMS

Chair Solu requested to discuss the Film Commission.

Member Behman requested a general discussion on Jack Rabbit Booking Services.

Member Jacquez requested a general discussion on "I Fly SLO".

IX. ADJOURNMENT - The meeting was adjourned at 1:11 p.m.