

**CITY OF MORRO BAY
COMMUNITY PROMOTIONS COMMITTEE (CPC)
TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD (TBID)**

**SPECIAL JOINT MEETING
AGENDA**

**JUNE 16, 2011; 8:30 A.M.
VETERANS MEMORIAL BUILDING
209 SURF STREET, MORRO BAY, CA**

- I. CALL TO ORDER**
- II. PUBLIC COMMENT PERIOD**
- III. BOARD/COMMITTEE ANNOUNCEMENTS**
- IV. PRESENTATION OF THE CAL POLY STUDY ON MORRO BAY RESIDENTS/TOURISM**
- V. TJA ADVERTISING AGENCY REPORT**
- VI. DISCUSSION OF A DOWNTOWN BANNER CONCEPT**
- VII. DISCUSSION OF THE FORMAT FOR COMBINED CPC/TBID MEETINGS**
- VIII. DISCUSSION ON PARTNERS/STAKEHOLDERS WORKSHOP FOR THE MARKETING PLAN**
- IX. BARNETT COX & ASSOCIATES DISCUSSION ON SHORT-TERM MARKETING ISSUES TO ADDRESS**
 - A) Website**
 - B) Slogan**
 - C) Logo**

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.

IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN THIS MEETING, PLEASE CONTACT THE CITY CLERK, (805) 772-6205. NOTIFICATION 24 HOURS PRIOR TO THE MEETING WILL ENABLE THE CITY TO MAKE REASONABLE ARRANGEMENTS TO ENSURE ACCESSIBILITY TO THIS MEETING.

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.