

CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD

MEETING AGENDA

THURSDAY, JULY 21, 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 of the May 19, 2011 regular meeting and June 16, 2011 special joint meeting with Community Promotions Committee is submitted for approval.
- V. MONTHLY REPORTS
 - A) Trade Show Sub-Committee
 - B) Web Site Sub-Committee Report
 - C) Hotel Packaging Sub-Committee Report
 - D) Creative Sub-Committee Report
 - E) Public Relations Sub-Committee
 - F) Visitors and Conference Bureau Report/County Business Improvement District Report
- VI. UNFINISHED BUSINESS
 - A) Quarterly Review of Funding Requests-none
 - B) Discussion of Jack Rabbit Stakeholder Survey
- VII. NEW BUSINESS
 - A) Discussion of Bylaw Revision
 - B) Adoption of the 2011/12 Budget
 - C) Discussion of the Cal Poly Study on Morro Bay Residents Perceptions of Tourism
 - D) Discussion of Reprinting the Visitors Guide
 - E) Discussion of Savor Booth Costs and Fulfillment
- VIII. DECLARATION OF FUTURE AGENDA ITEMS
- IX. ADJOURNMENT

MISSION STATEMENT

The Morro Bay Tourism Business Improvement District (MBTBID) Advisory Board advises the City Council on the administration and use of the MBTBID assessment funds. The Board recommends projects to the City of Morro Bay to promote tourism to directly benefit the City's lodging industry.

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.

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