

**CITY OF MORRO BAY  
TOURISM BUSINESS IMPROVEMENT DISTRICT COMMITTEE  
MINUTES – THURSDAY, MAY 19, 2011**

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

MEMBERS ABSENT: CRAIG SCHMIDT

STAFF PRESENT: ANDREA LUEKER, CITY MANAGER

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

Tyson Stockton announced that his survey on tourism had a 62% return rate. The final report is slated for presentation at the June meeting.

Maggie Cox introduced herself as part of the new Marketing Firm Barnett Cox & Associates. She thanked staff and John Sorgenfrei for an easy transition.

Peter Behman of the Morro Bay 4<sup>th</sup> announced a fundraiser is scheduled for May 22<sup>nd</sup> at Dockside II.

Virginia Hiramatsu and Heather Caudill announced the Relay for Life event is scheduled for August 6<sup>th</sup> & 7<sup>th</sup> at Morro Bay High School.

III. BOARD ANNOUNCEMENTS

IV. APPROVAL OF MINUTES

MOTION: Member Jacquez moved the Board approve the minutes for the February 17<sup>th</sup> and the April 21 meetings with the following amendment made by Member Behman:

On the April 21<sup>st</sup> minutes, Member Biaggini motioned to approve the hotel packaging for a 15% discount through June 8<sup>th</sup> (Monday-Thursday) under Item V, Section E.

The motion was seconded by Member Mendoza and carried unanimously. (6-0)

MOTION: Member Mendoza moved the Board approve Item VII (A) be moved up in the agenda. The motion was seconded by Member Jacquez and carried unanimously. (6-0)

V. MONTHLY REPORTS

A) Trade Show Sub-Committee

This sub-committee did meet and POW WOW 5 in Paso Robles was discussed. Also TBID was participating in the Sunset Celebration Weekend in Menlo Park. The Board discussed the need for additional Visitor's Guide.

B) Review of Transient Occupancy Report

Chair Solu reviewed the transient occupancy tax numbers indicating a difficult comparison as Spring break fell in April in 2011 and March in 2010.

C) TJA Advertising Agency Report

John Sorgenfrei reviewed the budget numbers, indicating there were funds for the trade show booth as well as a reprinting of the Visitors Guide. He said he would be reporting on the billboard due date. Mr. Sorgenfrei discussed the photo for Savor and showed the video created for the event as well as a video he created for Morro Bay.

Rick Turton discussed the web statistics and the transition to the new marketing company, Barnett Cox & Associates.

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

E) Hotel Packaging Sub-Committee Report

Member Behman reported a current hotel package was in effect through June 8<sup>th</sup>. The group also discussed Travel Zoo and the Central Coast Golf website.

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 Board Report/County Business Improvement District Report  
VCB Report - Member Jacquez talked about marketing for SAVOR. She also indicated that all cities and the County have indicated they will be funding the Visitors and Conference Bureau for the upcoming year.

County BID Alliance Report - Member Jacquez discussed the last meeting and Chair Solu discussed the travel scope event that was held on Mother's Day.

VI. UNFINISHED BUSINESS

A) Continued Discussion of the Proposal to Combine the Community Promotions Committee and the Tourism Business Improvement District Advisory Board

The Board consensus was to meet on June 16<sup>th</sup> beginning at 8:30 a.m. with the Community Promotions Committee.

B) Continued Quarterly Review of Funding Requests

1. Central Coast Writers Conference –Judy Salamanca presented her request.

MOTION: Member Biaggini moved the Board provide \$2,000 for advertising and work with the City’s advertising agency in the targeted markets. The motion was seconded by Member Mendoza and carried with Member Jacquez abstaining. (5-0-1)

Member Behman left the meeting at this time.

C) Report and Discussion of the Marketing Transition

Staff Lueker indicated that the sub committees from the Tourism Business Improvement District Advisory Board and Community Promotions Committee and the new Marketing Committee would be meeting together prior to the June Joint meeting on June 16<sup>th</sup>. No further action was taken.

D) Confirm a Date for a Future Workshop/Joint Meeting with the New Marketing Agency and the Community Promotions Committee - No action was taken on this item.

VII. NEW BUSINESS

A) Discussion on the Film Commission

Janice Peters provided an update on the creation of the Film Commission. She indicated the Community Promotions Committee had provided \$3,000 in funding. She is currently collecting and cataloging information for the Production Availability Book.

B) Discussion on the Jack Rabbit Reservation System

Member Jacquez shared that Member Behman was concerned about conversion rates from Jack Rabbit.

MOTION: Member Biaggini moved the Board create a survey to send to Morro Bay hoteliers about book direct and Jack Rabbit with no more than 6 questions. The motion was seconded by Member Jacquez and carried unanimously. (5-0) (Member Mendoza had stepped out of the meeting momentarily and did not vote.)

C) Discussion on the I FLY SLO Program

The San Luis Obispo Airport is looking for sponsorship and support. Member Jacquez reviewed the program and options. No further action was taken.

D) Discussion on the Car Free SLO Program

The Board asked for a presentation from Car Free SLO in the future.

- E) Discussion on the Design for the New Trade Show Booth  
The Board reviewed the mock-up presented at the meeting.

MOTION: Member Mendoza moved the Board approve the concept of the new trade show booth as presented. The motion was seconded by Member Biaggini and carried unanimously. (5-0)

VIII. DECLARATION OF FUTURE AGENDA ITEMS

Discussion of Reprinting the Visitors Guide  
Discussion of Funding for Lost Isle Tours for Lost Compensation  
Discussion of Tourism Business Improvement District Advisory Board Presence on the Hotels Section of the Savor Event Website  
Discussion on the Jack Rabbit Reservation System including Survey Results  
Car Free SLO Presentation – July

IX. ADJOURNMENT

The meeting was adjourned at 12:35.