

CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT COMMITTEE
MINUTES – THURSDAY, AUGUST 18, 2011

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

MEMBERS ABSENT: KAREN BIAGGINI

STAFF PRESENT: ANDREA LUEKER, CITY MANAGER

OTHERS PRESENT: SHARI CLARK, Barnett Cox & Associates (BCA)

I. CALL TO ORDER

Chair Solu called the meeting to order at 10:11 a.m.

II. PUBLIC COMMENT PERIOD

Jayne Behman discussed the importance of illegal signage on the street.

III. BOARD ANNOUNCEMENTS

Member Schmidt announced the Chamber Mixer at George Ross/CPA on August 18, 2011. He also announced the Chamber is looking for volunteers at the Avocado/Margarita Festival.

Member Jacquez announced that school will begin the following week. She also appreciated the quality program provided by Kids Camp and perhaps tapping into Kids Camp staff for ideas on what to do in the area.

Member Solu announced Dahlia Daze and Cypress Nightz will be held on August 26th and 27th, and the Volcom surf contest.

IV. APPROVAL OF MINUTES

MOTION: Member Jacquez moved the Board approve the minutes of the July 21, 2011 meeting. The motion was seconded by Member Schmidt and carried unanimously. (6-0)

V. MONTHLY REPORTS

A) Trade Show Sub-Committee

This sub-committee did meet and Molly Cano of the VCB provided an update report on Savor. The tradeshow booth is being finalized.

B) Web Site Sub-Committee

This sub-committee met with the Tourism Business Improvement District Advisory Board (TBID) and BCA and the group provided input to BCA for changes. Member Behman suggested an interactive hotel vacancy report and BCA will look at that possibility.

- C) Hotel Packaging Sub-Committee Report - this sub-committee did not meet.
- D) Creative Sub-Committee Report - this sub-committee did not meet.
- E) Public Relations Sub-Committee - this sub-committee did not meet.
- F) VCB/CBID Reports
Member Jacquez will send the Visitors and Conference Bureau report on a monthly basis to the Community Promotions Committee and TBID.

VI. UNFINISHED BUSINESS

- A) Discussion of the Cal Poly Study on Morro Bay Residents Perception of Tourism
The Board consensus was to move this item to the Joint Meeting Agenda.

VII. NEW BUSINESS

- A) Funding Request Procedures
The Board discussed the procedure for funding requests.

MOTION: Member Jacquez moved the Board change the funding request application review process to a yearly basis with a 90-day window for applications. The motion was seconded by Member Schmidt and carried unanimously. (6-0)

Member Mendoza would work on a new application for review at the next meeting.

- B) Report on Unspent Funds for Fiscal Year 2010/11
This item will be returned to a future meeting.
- C) Discussion on Funding and Stocking the Morro Bay Visitors Guide in California Welcome Centers - Chair Solu provided the information on this program.

MOTION: Member Jacquez moved the Creative sub-committee develop a new rack card for the following Welcome Centers and airports: Welcome Centers - Buena Park, Oceanside, Oxnard, Pismo Beach & Salinas (Visitors Guide), San Bernardino and San Francisco. Airports - Burbank, San Jose, John Wayne and Santa Barbara. The motion was seconded by Member Mendoza and carried unanimously. (6-0)

- D) Discussion on Board Communications with Hoteliers
MOTION: Member Jacquez moved the Board direct this issue be addressed by the Web-Site sub-committee. The motion was seconded by Member Meyers and carried unanimously. (6-0)

VIII. DECLARATION OF FUTURE AGENDA ITEMS

- Discussion of the Cal Poly Study on Morro Bay Residents Perception of Tourism-Joint Meeting.
- Discussion on California Welcome Center
- Highway 1 Scenic Loop
- Report on Unspent Funds for Fiscal Year 2010/11-Unfinished Business
- Approval of the Revised Funding Request Brochure
- Mid Year Budget Review – February 2012

IX. ADJOURNMENT

The meeting was adjourned at 12:00 p.m.