

CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD

MEETING AGENDA

THURSDAY, OCTOBER 20, 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 September 15, 2011 regular meeting are 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) Review of Funding Requests
 - 1. Oyster Festival
 - 2. Morro Bay Triathlon
- VII. **NEW BUSINESS**
 - A) Discussion of a California Welcome Center in Morro Bay
 - B) Discussion on a Year Long Plan for Packaging
 - C) Report on the Status of TBID By-Laws that went to the City Council
 - D) Discussion of the a Director of Tourism Position
 - E) Discussion of Incorporating "Destination Morro Bay" into the Destination Marketing Creative Work.
 - F) Assignment of Sub-Committee Participants
- 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.

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.