

**CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD**

MEETING AGENDA

THURSDAY, NOVEMBER 17, 2011; 10:00 A.M.
VETERANS' MEMORIAL BUILDING

- I. **CALL TO ORDER**
- II. **PUBLIC COMMENT PERIOD**
- III. **BOARD ANNOUNCEMENTS**
- IV. **APPROVAL OF MINUTES** – None.
- V. **UNFINISHED BUSINESS**
 - A) Discussion of Funding Requests
 1. Oyster Festival
 2. Morro Bay Triathlon
 - B) Review of Funding Request Form
 - C) Funding Review from: Judy Salamancha regarding the Writers Conference
 - D) Funding Review from: Savor the Central Coast
 - E) Update on a CA Welcome Center in Morro Bay
- VI. **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
- VII. **NEW BUSINESS**
 - A) Determine the Direction and Funding of the Website
 - B) Discussion on the Renewal of the Billboard on Highway 1
 - C) Discussion on Policy on Sponsorship of Events
 - D) Discussion of Changing the Time and Day of the MBTBID meeting
 - E) Update on the Director of Tourism Workshop - Discussion of Agenda
 - F) Discussion of Continuation of the JackRabbit Reservation System
- VIII. **DECLARATION OF FUTURE AGENDA ITEMS**
- IX. **ADJOURNMENT**

MISSION STATEMENT

The Morro Bay Tourism Business Improvement District (MTBID) Advisory Board advises the City Council on the administration and use of the MTBID 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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