

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

MEMBERS PRESENT: KAREN BIAGGINI, NICK MENDOZA, MICHELE JACQUEZ, JAYNE BEHMAN, JOHN MEYERS, JOAN SOLU (returned after the meeting was called to order.)

MEMBERS ABSENT: NONE

STAFF PRESENT: ANDREA LUEKER, CITY MANAGER

OTHERS PRESENT: SHARI CLARK, BCA

I. CALL TO ORDER

The meeting was called to order at 10:50 a.m. by Vice Chair Jacquez.

II. PUBLIC COMMENT PERIOD

Greg Cobarr of Cal Coast Trade spoke about a Morro Bay promotion; he was directed to meet with the Packaging Sub-Committee.

III. BOARD ANNOUNCEMENTS

Vice Chair Jacquez announced the upcoming Avocado/Margarita Festival, Savor the Central Coast and Harbor Festival events.

IV. APPROVAL OF MINUTES

MOTION: Member Meyers moved the Board approve the minutes of the August 18, 2011 meeting with the following changes (omit Karen Biaggini from being present, and adding the word “illegal signage” to the public comment. The motion was seconded by Member Behman and carried unanimously. (5-0)

V. MONTHLY REPORTS

A) Trade Show Sub-Committee

This sub-committee did meet and worked on the Savor event.

B) Web Site Sub-Committee

This sub-committee did not meet.

C) Hotel Packaging Sub-Committee Report

This sub-committee did meet and discussed having a year of promotions planned. Member Behman reviewed the ideas.

D) Creative Sub-Committee Report

This sub-committee did meet and discussed the Visitors Guide.

- E) Public Relations Sub-Committee
This sub-committee did not meet.
- F) VCB/CBID Reports
The VCB meeting will occur next week. The VCB's main focus at this time is SAVOR. The Bid Alliance did meet and discussed a scenic tour and changing to a quarterly meeting.

VI. UNFINISHED BUSINESS

- A) Report on Unspent Funds for Fiscal Year 2010/11
The Board consensus was to meet with the City's Administrative Services Director Susan Slayton regarding the printout.

VII. NEW BUSINESS

- A) Discussion on California Welcome Centers
Shari Clark provided an updated quote.

MOTION: Member Jacquez moved the Board approve to move forward with the Welcome Center funding and rack card for a total of \$2,850.00. The motion was seconded by Member Mendoza and carried unanimously. (6-0)

- B) Highway 1 Scenic Loop
Chair Solu provided an update on this program and showed a preliminary loop. The CBID is working on this in partnership with other agencies. Board consensus was to move forward. No further action was needed.

- C) Approval of the Revised Funding Request Brochure
Member Mendoza discussed the change in the brochure which included the application received annually for the following fiscal year; opens in January and due March 1st of each year as well as requesting 8 copies and one electronic copy to the City Clerk. Lastly, the post event form must be submitted for future consideration and the requestor needed to appear at the March TBID meeting. Member Mendoza was to make the changes and provide to the City for inclusion on the website.

MOTION: Member Mendoza moved the Board approve the changes in the brochure. The motion was seconded by Member Jacquez and carried unanimously. (6-0)

- D) Report on the Status of MBTBID By-Laws that went to the City Council
The Board was concerned that all of their recommendations were not presented to the City Council and asked that this issue come back before them with an explanation.

- E) Consideration of the MBTBID Highway 101 Billboard Partnership Opportunity
The Board discussed contacting the CBID to get funding for a cooperative effort.

MOTION: Member Biaggini moved the Board move forward on a partnership for the billboard. The motion was seconded by Member Jacquez and carried unanimously. (6-0)

VIII. DECLARATION OF FUTURE AGENDA ITEMS

Discussion on a Year Long Plan for Packaging

Mid Year Budget Review – February

Discussion of a California Welcome Center in Morro Bay

Report on the Status of MBTBID By-Laws that went to the City Council

Review of Funding Requests – Annually in March

- IX. ADJOURNMENT - The meeting was adjourned at 12:00 p.m.