

CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT COMMITTEE
MINUTES – THURSDAY, NOVEMBER 17, 2011

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

MEMBERS ABSENT: NONE

STAFF PRESENT: ANDREA LUEKER, CITY MANAGER, CRAIG SCHMIDT,
CHAMBER EXECUTIVE

OTHERS PRESENT: SHARI CLARK, BCA

I. CALL TO ORDER

The meeting was called to order at 10:11 a.m. by Chair Solu.

II. PUBLIC COMMENT PERIOD

Shawn Washborn of Shawn’s on Main was presented a special award from the SAVOR event.

Sean Ellis of Morro Bay suggested a Dragon Boat Festival for Morro Bay.

Rosanna also suggested a Dragon Boat Festival for Morro Bay.

Tom Laurie of the Front Street Inn made some suggestions for the website and sharing of information, including a “TBID members only” section.

III. BOARD ANNOUNCEMENTS

Member Jacquez announced a Baywood Drive-Through BBQ at Baywood Elementary.

Chair Solu announced the luminaria event in Morro Bay from the Roundabout to the Embarcadero.

Craig Schmidt announced the following events: Lighted Boat Parade and Holiday Tree Lighting on Saturday, December 2nd; the Lady Washington’s arrival in Morro Bay on November 17th; the Business Expo on November 17th at the Morro Bay Community Center; the Caroling Cop Car from December 6-8th; and, Morro Bay Beautiful is hosting a holiday lighting contest in early December.

IV. APPROVAL OF MINUTES - The minutes from the October 20th meeting were not available for approval.

VI. UNFINISHED BUSINESS

A) Discussion Funding Requests

1. Oyster Festival – Ms. Delaney presented her request. The Board discussed the event.

MOTION: Member Mendoza moved the Board allocate \$5,000 toward the Oyster Festival, pending approval of the date. The motion was seconded by Member Behman and carried with Members Biaggini and Solu abstaining. (4-0-2)

2. Morro Bay Triathlon – Kristen McNamara and Yshie Horowitz returned to discuss dates for their event.

MOTION: Member Jacquez moved the Board support the Morro Bay Triathlon event in the amount of \$3,500 on October 14, 2012 (\$1,500 for advertising and \$2,000 for a video). The motion was seconded by Member Mendoza and carried unanimously. (6-0)

- B) Review of the Funding Request Forms
Changes to the funding request forms were reviewed.

MOTION: Member Jacquez moved the Board approve the amended form. The motion was seconded by Member Biaggini and carried unanimously. (6-0)

Member Mendoza stated he would provide the amended form to staff for inclusion on the City's website.

- C) Funding Review from Judy Salamancha regarding the Writers Conference
Judy Salamancha provided an overview of her event.
- D) Funding Review from: Savor the Central Coast
Molly Cano provided a review of the VCB's work to date and an overview of the Savor event.
- E) Update on a CA Welcome Center in Morro Bay
Member Meyers investigated this issue and provided some information. This item will return in January 2012 for further review.

V. MONTHLY REPORTS

- A) Trade Show Sub-Committee - This sub-committee did not meet.
- B) Web Site Sub-Committee
This sub-committee's discussion will be held under the New Business item.
- C) Hotel Packaging Sub-Committee Report
This sub-committee did meet and will forward a report for review at the December meeting.
- 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 – There was no report.
- F) Advertising Agency Report
Shari Clark provided the marketing report.

VII. NEW BUSINESS

- A) Determine the Direction and Funding of the Website
Shari Clark talked about the current condition of the website. Staff Lueker updated the Board that the Community Promotions Committee had deferred their decision and the City and Chamber representatives would be meeting in the future to formulate an agreement regarding a number of issues with the website including ownership.

MOTION: Member Biaggini moved the Board move forward to build a new website with initial 50% of funding of \$13,500 and the commitment to fund the remainder of the entire project if no other groups fund. She further moved that the ownership of the URL was still an item for discussion. The motion was seconded by Member Jacquez and carried unanimously. (6-0)

Member Mendoza left the meeting 12:55 p.m.

- B) Discussion on the Renewal of the Billboard on Highway 101
Shari Clark presented the cost of the billboard and asked for direction.

MOTION: Member Jacquez moved the Board approve to terminate the contract if the cost to terminate does not exceed \$3,000. The motion was seconded by Member Biaggini and carried with Member Behman voting no. (4-1)

Member Behman left the meeting at 1:00 p.m.

- C) Discussion on the Policy on Sponsorship of Events
No further action was taken on this issue.

- D) Discussion of Changing the Time and Day of the MBTBID Meeting

MOTION: Member Biaggini moved the Board approve to change the meeting date to the second Thursday of each month at 9:00 a.m., with the 1st Thursday as an alternate, beginning in December. The motion was seconded by Member Jacquez and carried unanimously. (4-0)

E) Update on the Director of Tourism Workshop Funding Request Procedures
The Board discussed a date for the event and agenda topics. Chair Solu was to work on the agenda and City Manager Lueker would contact the Board Members for an available meeting date, targeting the weeks of November 28th or December 5th, excluding December 8th.

F) Continuation of the Discussion of the Jack Rabbit Reservation System
MOTION: Member Biaggini moved the Board approve that the Website Subcommittee send out a survey to the hoteliers to assess their feelings about the continued use of the Jack Rabbit Reservation System on the website. The motion was seconded by Member Jacquez and carried unanimously. (4-0)

VIII. DECLARATION OF FUTURE AGENDA ITEMS

IX. ADJOURNMENT

The meeting was adjourned at 1:35 p.m.