

**CITY OF MORRO BAY**  
**TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD**  
**MEETING AGENDA**  
**THURSDAY, FEBRUARY 9, 2012; 9:00 A.M.**  
**VETERANS' MEMORIAL BUILDING**

- I. CALL TO ORDER**
- II. PUBLIC COMMENT PERIOD**
- III. BOARD ANNOUNCEMENTS**
- IV. APPROVAL OF MINUTES** – the Minutes for the January 12, 2012 meeting
- V. UNFINISHED BUSINESS**
- A) Discussion of Mid Year Budget Review
  - B) Financial Review of the \$50K Visitor Center Funding.
- 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
  - G) Visitors Center Report
  - H) Review of Transient Occupancy Tax
  - I) BCA Advertising Agency Report
- VII. NEW BUSINESS**
- A) Review of Stakeholder Survey Questions and Luncheon Event for 2012
  - B) Selection of Committee Chair and Vice Chair for Calendar Year 2012
  - C) Review of Trip Advisor Research on Morro Bay / San Luis Obispo County Lodging
  - D) Presentation from Morro Bay Kite Festival
- 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.

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# CITY OF MORRO BAY

## TOURISM BUSINESS IMPROVEMENT DISTRICT COMMITTEE MINUTES – THURSDAY, JANUARY 12, 2012

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

MEMBERS ABSENT: NONE

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

OTHERS PRESENT: SHARI CLARK AND MAGGIE COX, BCA

I. CALL TO ORDER

The meeting was called to order at 9:05 a.m. by Chair Solu.

II. PUBLIC COMMENT PERIOD

None.

III. BOARD ANNOUNCEMENTS

Chair Solu announced the Winter Bird Festival.

Chamber Executive Director Craig Schmidt, announced the Installation Dinner scheduled for January 19, 2012.

IV. APPROVAL OF MINUTES

MOTION: Member Mendoza motioned for approval of the October and December 2011 minutes, member Meyers seconded, all in favor (6-0).

V. UNFINISHED BUSINESS

None.

VI MONTHLY REPORTS

A) Trade Show Sub-Committee

This sub-committee met and discussed a Co-op project with the VCB for the Sunset Celebration weekend.

B) Web Site Sub-Committee

This sub-committee met jointly with the CPC and Chamber to discuss the website.

C) Hotel Packaging Sub-Committee Report

This sub-committee met and will be forwarding a final Hotel Packaging concept to the hoteliers.

- 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  
City Manager Lueker reported the VCB is the lead agency for the RFP for the Ironman event and also discussed governmental funding requests. The CBID did not meet.
- G) Visitors Center Report  
CEO Craig Schmidt provided the Visitors Center statistics.
- H) Review of Transient Occupancy Tax  
Chair Solu provided the TOT report with an update on the figures, which reflected an increase in revenues from last year even with a decrease in occupancy.
- I) BCA Advertising Agency Report  
BCA Representative Shari Clark provided the update on the marketing and advertising report.

VII. NEW BUSINESS

- A) Discussion of Date and Time of TBID Meeting  
The Board discussed the concept of the meeting time being changed to the 1<sup>st</sup> Thursday of the month. No further action was taken.
- B) Discussion of Communication with Hotels for Packaging and Other Items  
The Board discussed communications and facilitating communications with hoteliers. No further no action was taken.
- C) Discussion of Advising the Contractor to Put Communications Out Under “Visitors Center”  
Chamber Executive Director Schmidt informed the group that e-mail blasts would go out under the heading of “Visitors Center” versus the “Chamber of Commerce”, as well as will only be sending out one e-mail blast per week.  
  
MOTION: Member Jacquez motioned that the Chamber send out communications with the Visitors Center heading and the TBID logo, member Biaggini seconded, all in favor (6-0).
- D) Discussion of Mid-Year Budget Review Progress  
The final report will be available at the February meeting. No further action was taken.

- E) Presentation of Tourism Efforts Research – Jeff Eckles  
Mr. Eckles presented a concept for Tourism which the Board discussed. Further discussion will occur at the next Director of Tourism meeting.

Member Jacquez motioned item G be moved in front of item F, member Mendoza seconded, all in favor (6-0).

- F) Discussion of the Marketing Plan by BCA  
The Board discussed the document, provided some minor corrections and motioned for approval

MOTION: Member Jacquez motioned for approval of the Marketing Plan to include discussed changes, member Biaggini seconded, all in favor (6-0).

- G) Selection of a Special Meeting Date for the Further Development of the Tourism Director including: Job Description, Funding and Accountability Matrix  
The Board asked the staff to look at possible dates including January 27 or January 31, 2012.

- H) Selection of Date for TBID Lunch and Annual Report to Stakeholders and City Council

MOTION: Member Biggini motioned to approval March 22, 2012 for the TBID luncheon, member Jacquez seconded, all in favor (6-0).

- I) Request for Financial Review of the \$50K Visitor Center Funding  
Executive Director Schmidt will be sending the funding report to the Board Members and the item will be on the agenda for the next meeting.

#### VIII. DECLARATION OF FUTURE AGENDA ITEMS

#### IX. ADJOURNMENT

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

## Jan-11 Promotions Report

	Jan-12	Jan-11	FYT 2011	FYT 2011	FYT 2011
<b>Phone Calls</b>	545	549			
<b>Total Visitors</b>	1379	1,309			
<b>Emails answered with info</b>	9	12			
<b>Total Promotional Mailings</b>	Jan-12	Jan-11	FYT 2011	AVG p/DAY	FYT 2011
<b>Tourist Packs</b>	0	32			
<b>Relocation Packs</b>	1	8			
<b>Total</b>					
<b>Fullfillment</b>	Jan-12	Jan-11	FYT 2011	AVG p/DAY	FYT 2011
<b>Ca. Visitors Guide</b>					
<b>Sierra Magazine</b>					
<b>Sunset</b>	73	1			
<b>Travel 50 &amp; Beyond</b>	895				
<b>National Geographic</b>					
<b>Budget Travel</b>					
<b>International</b>	2				
<b>Misc Email/Phones</b>	20				
<b>Total</b>	990	1	0	6.6	0
<b>Calls 800# &amp; Source:</b>	Jan-12	Jan-11	FYT 2011	AVG p/DAY	FYT 2011
<b>AAA</b>					
<b>Internet</b>					
<b>Sunset</b>					
<b>Fulfilment Lit</b>					
<b>Coastal Living</b>					
<b>L A Times</b>					
<b>Total</b>	0	0	0	0.0	0
<b>REFERALS</b>	Jan-12	Jan-11	FYT 2011	AVG p/DAY	FYT 2011
<b>Lodging</b>	76	238			
<b>Dining</b>	182	297			
<b>Recreation</b>	529	691			
<b>Retail</b>	51	227			
<b>Real Estate</b>	22	50			
<b>Events</b>	133	371			
<b>Total</b>	993	1874	0	0.0	



**CITY OF MORRO BAY  
TRANSIENT OCCUPANCY SUMMARY  
FISCAL YEAR 11/12**

	(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)	
	MOTEL RECEIPTS	MOTEL TAX COLLECTED	OCC RATE	MOTEL #RMS	TRAILER PARK RECEIPTS	TRAILER PARK TAX COLLECTED	VACATION RENTAL RECEIPTS	VACATION RENTAL TAX COLLECTED	10% TOTAL TAX COLLECTED	3%-Dec MBTBID MONEY COLLECTED
JULY	\$2,539,743.90	\$254,187.76	76%	919	\$259,903.89	\$25,990.39	\$297,872.77	\$29,787.28	\$309,965.43	\$76,191.08
AUGUST	\$2,215,392.95	\$221,572.62	70%	919	\$196,885.84	\$19,688.58	\$201,127.75	\$20,112.78	\$261,373.98	\$66,461.34
SEPTEMBER	\$1,616,903.81	\$161,692.46	58%	919	\$156,956.10	\$15,695.61	\$105,296.69	\$10,530.07	\$187,918.14	\$48,492.62
OCTOBER	\$1,407,977.64	\$140,796.96	52%	919	\$125,632.03	\$12,563.20	\$79,250.92	\$7,925.09	\$161,285.25	\$42,238.23
NOVEMBER	\$941,134.30	\$94,113.43	39%	919	\$101,562.90	\$10,156.29	\$105,988.91	\$10,599.39	\$114,869.11	\$28,234.03
DECEMBER	\$883,634.63	\$88,395.96	38%	919	\$91,970.49	\$9,197.05	\$95,159.04	\$9,515.90	\$107,108.91	\$26,509.04
JANUARY									\$0.00	
FEBRUARY									\$0.00	
MARCH									\$0.00	
APRIL									\$0.00	
MAY									\$0.00	
JUNE									\$0.00	
	\$9,604,787.23	\$960,759.19			\$932,911.25	\$93,291.12	\$884,696.08	\$88,470.51	\$1,142,520.82	\$288,126.34

OCCUPANCY RATE 10%

MORRO BAY TOURISM BID ACCESSMENT 3% as of Nov 2010- For Motels, Hotels and Bed & Breakfasts

**CITY OF MORRO BAY  
TRANSIENT OCCUPANCY SUMMARY  
FISCAL YEAR 10/11**

	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	2% July-Oct 3%-Nov	
	MOTEL RECEIPTS	MOTEL TAX COLLECTED	OCC RATE	MOTEL #RMS	TRAILER PARK RECEIPTS	TRAILER PARK TAX COLLECTED	VACATION RENTAL RECEIPTS	VACATION RENTAL TAX COLLECTED	TOTAL TAX COLLECTED	MBTBID MONEY COLLECTED
JULY	\$2,342,761.58	\$234,275.76	72%	919	\$245,249.67	\$24,524.97	\$248,662.05	\$24,866.26	\$283,666.98	\$46,849.32
AUGUST	\$2,111,236.31	\$211,127.85	68%	919	\$198,362.11	\$19,836.21	\$220,974.71	\$22,097.47	\$253,061.53	\$42,223.47
SEPTEMBER	\$1,599,855.03	\$159,985.18	59%	920	\$165,547.71	\$16,554.77	\$89,285.66	\$8,714.07	\$185,254.02	\$32,000.93
OCTOBER	\$1,355,204.63	\$135,833.21	51%	919	\$117,453.89	\$11,745.39	\$89,902.01	\$8,990.22	\$156,568.82	\$27,103.62
NOVEMBER	\$920,550.50	\$92,055.45	40%	919	\$111,961.23	\$11,196.12	\$103,009.96	\$10,301.60	\$113,553.17	\$27,616.24
DECEMBER	\$735,891.24	\$73,588.72	33%	919	\$76,669.05	\$7,666.91	\$87,662.82	\$8,766.28	\$90,021.91	\$22,076.61
JANUARY	\$681,677.65	\$68,167.17	33%	918	\$76,070.78	\$7,607.08	\$42,064.54	\$4,206.45	\$79,980.70	\$20,450.33
FEBRUARY	\$786,377.32	\$78,622.12	39%	919	\$79,005.89	\$7,900.59	\$45,487.00	\$4,548.73	\$91,071.44	\$23,583.82
MARCH	\$825,609.54	\$82,560.95	38%	919	\$74,920.48	\$7,492.05	\$61,516.81	\$6,151.68	\$96,204.68	\$24,768.24
APRIL	\$1,292,750.33	\$129,443.92	56%	919	\$133,655.91	\$13,365.59	\$95,803.73	\$9,580.37	\$152,389.88	\$38,781.73
MAY	\$1,418,240.88	\$141,883.13	51%	921	\$128,443.00	\$12,844.30	\$97,076.86	\$9,675.69	\$164,403.12	\$42,547.23
JUNE	\$1,643,337.19	\$164,333.52	58%	919	\$171,013.01	\$17,101.30	\$207,163.13	\$20,716.31	\$202,151.13	\$49,299.65
	\$15,713,492.20	\$1,571,876.98			\$1,578,352.73	\$157,835.28	\$1,388,609.28	\$138,615.13	\$1,868,327.38	\$397,301.19

\* One Motel has not turned in receipts

**OCCUPANCY RATE 10%**

**MORRO BAY TOURISM BID ACCESSMENT 3% as of Nov 2010- For Motels, Hotels and Bed & Breakfasts**