

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 1st 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.