

CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD
MEETING AGENDA
THURSDAY, MARCH 8, 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 February 9, 2012 meeting

V. UNFINISHED BUSINESS

- A) Report on February Film Industry Fam Tour – Janice Peters
- B) Report on motions for Director of Tourism from City Council Meeting

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) Preliminary Review of Community Event Funding Requests/Set Special Review Date
- B) Discussion of the New 501(c)(6) Board Member Qualifications
- C) SLOCVCB Request for Funding 2012/2013
- D) Discussion of Possible Fam Tour/Oyster Festival Promotion
- E) Sunset Savor the Central Coast Marketing Package Presentation

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, FEBRUARY 9, 2012

MEMBERS PRESENT: KAREN BIAGGINI, JOAN SOLU, JAYNE BEHMAN, JOHN MEYERS, ALEX AMINI, MICHELE JACQUEZ

MEMBERS ABSENT: NICK MENDOZA

STAFF PRESENT: ANDREA LUEKER, CITY MANAGER,

OTHERS PRESENT: SHARI CLARK, BCA

I. CALL TO ORDER

The meeting was called to order at 9:04 a.m. by Chair Solu.

II. PUBLIC COMMENT PERIOD

Josh Heptig, Morro Bay Golf Course, spoke about the impact of the golf course to Morro Bay.

Nancy Castle made comments on video productions and the capability to shoot at any site as well as the importance of the Brown Act and conducting public meetings with those parameters in mind.

III. BOARD ANNOUNCEMENTS

Alex Amini introduced himself, a new member of the board. He has been a hotelier in Morro Bay for over 10 years.

Chair Solu announced Laser Mania event at Del Mar Elementary. She also announced the MBHS Girls team was the Los Padres League Champions, as well as the Harbor Festival moving forward with a new board.

Member Behman wished Tom Laurie good thoughts.

IV. APPROVAL OF MINUTES

MOTION: Member Jacquez motioned for approval of the January 12, 2012 minutes, member Biaggini seconded, all in favor (6-0).

MOTION: Member Jacquez motioned for item VII D to be moved up in the agenda, member Biaggini seconded, all in favor, (6-0).

V. UNFINISHED BUSINESS

A) Discussion of Mid Year Budget Review

A subcommittee has reviewed the expenditures to date and will meet with City staff and BCA to discuss further.

Shari Clark then reviewed the budget to date.

- B) Financial Review of the \$50K Visitor Center Funding
This item was continued to the March 2012 meeting.

VI MONTHLY REPORTS

- A) Trade Show Sub-Committee
This sub-committee met and discussed the Oyster Festival.
- B) Web Site Sub-Committee
No report.
- C) Hotel Packaging Sub-Committee Report
The “specials” went out and Shari Clark felt there was very minimal response to the blast.
- D) Creative Sub-Committee Report
No report.
- E) Public Relations Sub-Committee
This sub-committee did not meet.
- F) VCB/CBID Reports
The VCB will be coming to the March meeting to request funding. The CTTCT will also be attending a future meeting to potentially partner with the MBTBID for further promotions.
- G) Visitors Center Report
CEO Craig Schmidt was not present.
- H) Review of Transient Occupancy Tax
Chair Solu provided the TOT report with an update on the figures, which showed an increase from last year. Member Meyers also presented a more in depth report on TOT.
- I) BCA Advertising Agency Report
BCA Representative provided the update on the marketing and advertising report.

VII. NEW BUSINESS

- A) Review of Stakeholder Survey Questions and Luncheon Event for 2012
The Board discussed the survey, handouts and luncheon format and consensus was achieved.

B) Selection of Committee Chair and Vice Chair for Calendar Year 2012

MOTION: Member Jacquez motioned to appoint Chair Solu for chair for 2012, member Biaggini seconded, all in favor (6-0).

MOTION: Member Behman motioned to appoint Member Jacquez for Vice Chair, Chair Solu seconded for 2012, all in favor (6-0).

C) Review of Trip Advisor Research on Morro Bay/San Luis Obispo County Lodging

Member Meyers presented his research on lodging ratings from Trip Advisor.

VII. NEW BUSINESS

D) Presentation from Morro Bay Kite Festival

Sean Farmer requested aid with the Kite Festival in the form of hotel rooms (10 rooms, double occupancy) to ensure the Kite Festival is extended to 2 days. Members Solu, Jacquez and Biaggini agreed to providing rooms. Member Behman suggested the Chamber send out an e-blast requesting rooms.

VIII. DECLARATION OF FUTURE AGENDA ITEMS

Presentation from the Morro Bay Golf Course
Continued Discussion of the Mid-Year Budget
Financial Review of the \$50K Visitor Center Funding-continued
Request from VCB on funding

IX. ADJOURNMENT

The meeting was adjourned at 11:45 p.m.

Feb-12 Promotions Report

	Feb-12	Feb-11	FYT 2012	FYT AVG p/DAY	2012 FYT FYT 2012
Phone Calls	535	543			
Total Visitors	1380	1,371			
Emails answered with info					
Total Promotional Mailings	Feb-12	Feb-11	FYT 2012	AVG p/DAY	FYT 2012
Tourist Packs	4	26			
Relocation Packs	10	10			
Total	14	36			
Fullfillment	Feb-12	Feb-11	FYT 2012	AVG p/DAY	FYT 2012
Ca. Visitors Guide					
Sierra Magazine		133			
Sunset		72			
Travel 50 & Beyond		261			
National Geographic					
Budget Travel					
International	5				
Misc Email/Phones	28				
Total	33	466			
Calls 800# & Source:	Feb-12	Feb-11	FYT 2012	AVG p/DAY	FYT 2012
AAA					
Internet					
Sunset					
Fulfilment Lit					
Coastal Living					
L A Times					
Total					
REFERALS	Feb-12	Feb-11	FYT 2012	AVG p/DAY	FYT 2012
Lodging	110	208			
Dining	191	264			
Recreation	512	612			
Retail	52	102			
Real Estate	14	47			
Events	181	303			
Total	1060	1536			

**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	\$301,176.77	\$30,117.68	\$310,295.83	\$76,191.08
AUGUST	\$2,215,392.95	\$221,572.62	70%	919	\$196,885.84	\$19,688.58	\$203,287.75	\$20,328.78	\$261,589.98	\$66,461.34
SEPTEMBER	\$1,616,903.81	\$161,692.46	58%	919	\$156,956.10	\$15,695.61	\$106,863.69	\$10,686.77	\$188,074.84	\$48,492.62
OCTOBER	\$1,407,977.64	\$140,796.96	52%	919	\$125,632.03	\$12,563.20	\$80,082.92	\$8,008.29	\$161,368.45	\$42,238.23
NOVEMBER	\$941,134.30	\$94,113.43	39%	919	\$101,562.90	\$10,156.29	\$114,654.91	\$11,465.99	\$115,735.71	\$28,234.03
DECEMBER	\$883,634.63	\$88,395.96	38%	919	\$91,970.49	\$9,197.05	\$103,271.54	\$10,327.15	\$107,920.16	\$26,509.04
JANUARY	\$771,296.36	\$77,129.64	34%	910	\$71,810.70	\$7,181.07	\$34,358.85	\$3,435.89	\$87,746.60	\$23,138.89 *
FEBRUARY									\$0.00	
MARCH									\$0.00	
APRIL									\$0.00	
MAY									\$0.00	
JUNE									\$0.00	
	\$10,376,083.59	\$1,037,888.83			\$1,004,721.95	\$100,472.19	\$943,696.43	\$94,370.55	\$1,232,731.57	\$311,265.23

OCCUPANCY RATE 10%

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

* A Mobile Home Park is missing.

**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