

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.