

CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD
MEETING AGENDA
THURSDAY, APRIL 12, 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 March 8, 2012 meeting
- V. UNFINISHED BUSINESS**
 - A) Update on 501 C-6 Tourism Entity Formation-
 - B) Consideration of new information for Morro Bay Fam tour Oyster Festival weekend
 - C) Savor The Central Coast Marketing Sponsorship
 - D) VCB Funding –
 - E) Recommendations from the Budget Sub Committee and adoption of funding requests for:
 - a.) Morro Bay 4th - 2012
 - b.) Morro Bay Harbor Festival – 2012
 - c.) Morro Bay Maritime Museum
 - d.) Morro Bay Oyster Festival – 2013
 - e.) Central Coast Writers Conference
- VI. MONTHLY REPORTS**
 - A) BCA Advertising Agency Report – Shari Clark
 - B) Trade Show Sub-Committee
 - C) Web Site Sub-Committee Report
 - D) Hotel Packaging Sub-Committee Report - DNM
 - E) Creative Sub-Committee Report - DNM
 - F) Public Relations Sub-Committee - DNM
 - G) Visitors and Conference Bureau Report/County Business Improvement District Report
 - H) Visitors Center Report – Craig Schmidt
 - I) Review of Transient Occupancy Tax
- VII. NEW BUSINESS**
 - A) Hearst Castle Bus Wrap
 - B) Set a Special Meeting date for a Budget 2012/2013
 - C) Discussion of drafting a letter from TBID asking State of CA Department of Tourism for support for Morro Strand State Beach to remain open.
 - D) Subcommittee openings and refilling of position(s)
- 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, MARCH 8, 2012

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

MEMBERS ABSENT: NONE

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

Tom Wilmar expressed his concern about the lack of support for the travel writers fam trip.

Chair Solu reported she had directed the group to the funding worksheet.

III. BOARD ANNOUNCEMENTS

Member Jacquez announced the Los Osos Little League See's Candy fundraiser.

Chair Solu announced Dixon's Spaghetti Feed scheduled for March 23, 2012.

IV. APPROVAL OF MINUTES

MOTION: Member Jacquez motioned for approval of the February 9, 2012 minutes, Member Biaggini seconded, all in favor (7-0).

V. UNFINISHED BUSINESS

A) Report on the February Film Industry Fam Tour – Janice Peters

Janice discussed the tour she took the film industry professionals on in Morro Bay. She toured the entire town; there was particular intrigue with the waterfront fishing dock area.

B) Report on the Motions from the City Council Meeting

City Manager Lueker provided the motions from the February 28, 2012 City Council meeting where the Director of Tourism issue was discussed. City Manager Lueker indicated the minutes from that meeting had yet to be approved.

VI. MONTHLY REPORTS

A) Trade Show Sub-Committee

This sub-committee met and was working on the Stakeholders Meeting. All Out Events is also taking the Morro Bay Surfboards to a trade show they are attending in Los Angeles.

B) Web Site Sub-Committee

No report.

C) Hotel Packaging Sub-Committee Report

No report.

D) Creative Sub-Committee Report

The committee is looking at a future Sunset advertisement.

E) Public Relations Sub-Committee

This sub-committee did not meet.

F) VCB/CBID Reports

The VCB is discussing County-wide branding. The CBID did not meet.

G) Visitors Center Report

CEO Craig Schmidt was not present, however the report was sent to the Board. Member Behman expressed her concern with tracking where the referrals were coming from at the Visitors Center.

H) Review of Transient Occupancy Tax

Chair Solu provided the TOT report which showed an increase from last year.

I) BCA Advertising Agency Report

Shari Clark, BCA representative provided the update on the marketing and advertising report.

VII. NEW BUSINESS

A) Preliminary Review of Community Event Funding

The Board briefly discussed having the budget sub-committee review each proposal, allowing each group the opportunity to briefly provide a review of their event, no further action was taken.

1. July 4th – Dan Podesto provided a brief presentation.
2. Morro Bay Harbor Festival – John Solu, introduced Steve Buffalo the new Executive Director of the Harbor Festival and Mr. Buffalo made a brief presentation.
3. Oyster Festival – Jacqueline Delaney made a brief presentation.
4. Morro Bay Maritime Museum – Larry Newland made a brief presentation.

MOTION: Member Jacquez motioned to move item C and E in front of items B and D, member Behman seconded, all in favor (7-0).

- B) Discussion of the Board Make-up for the 501(c)(6) Selection of Committee Chair
City Attorney Schultz provided a brief update stating he will be working with John Lambeth to form the new entity. Mr. Schultz indicated the TBID Board needed to provide some information/recommendations on the make-up of the new board.

The Board discussion included: if the funding came from only the assessment on hoteliers, then the current TBID board would be seated as the new 501(c)(6); or, if additional General Fund money were provided (\$100,000 or more), then an additional 2 members would be added to make a 9 member board. Discussion also included that the additional 2 new board members would be former CPC Board members.

- C) SLOCVCB Request for Funding
Stacy Jacob of the VCB provided a funding request. The Board, based on the uncertainty of the 2012/13 budget, asked for additional information from Ms. Jacob and postponed making a decision to a future meeting.
- D) Discussion of Possible Fam Tour/Oyster Festival Packaging
The Oyster Festival proposed a small Fam Tour during the Oyster Festival with all media rooms in Morro Bay.

MOTION: Member Mendoza motioned to fund the Fam Tour during the Oyster Festival at the \$2,000 level with the stipulation the itinerary did not change. If the funding level was not accepted, then Ms Clark was directed to pursue a Fam Tour independently, member Biaggini seconded, all in favor (7-0).

- E) Sunset Savor the Central Coast Marketing Package Presentation
Stacy Jacob of the VCB presented her request for Savor. The Board had a number of questions. Based on the uncertainty of the 2012/13 budget, a decision was postponed to a future meeting.

VIII. DECLARATION OF FUTURE AGENDA ITEMS

IX. ADJOURNMENT .

Mar. 12 Promotions Report

	Mar-12	Mar-11	FYT 2012 AVG p/DAY	2012 FYT FYT 2012
Phone Calls	798	764		
Total Visitors	1665	1,488		
Emails answered with info	8	15		
Total Promotional Mailings	Mar-12	Mar-11	FYT 2012 AVG p/DAY	FYT 2012
Tourist Packs	2	34		
Relocation Packs	0	3		
Total	2	37		
Fullfillment	Mar-12	Mar-11	FYT 2012 AVG p/DAY	FYT 2012
Ca. Visitors Guide	54			
Sierra Magazine		53		
Sunset	31	226		
Travel 50 & Beyond	125	317		
National Geographic				
Budget Travel				
International	5	2		
Misc Email/Phones	24			
Total	239	598		
Calls 800# & Source:	Mar-12	Mar-11	FYT 2012 AVG p/DAY	FYT 2012
AAA		1		
Internet		4		
Sunset		1		
Fulfilment Lit		3		
Coastal Living				
L A Times				
Total		9		
REFERALS	Mar-12	Mar-11	FYT 2012 AVG p/DAY	FYT 2012
Lodging	102	238		
Dining	207	289		
Recreation	790	774		
Retail	54	120		
Real Estate	26	64		
Events	498	654		
Total	1677	2139		

**CITY OF MORRO BAY
TRANSIENT OCCUPANCY SUMMARY
FISCAL YEAR 2010/11**

	(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)	
						TRAILER PARK TAX COLLECTED	VACATION RENTAL RECEIPTS	VACATION RENTAL TAX COLLECTED	(B+E+G)	
	MOTEL RECEIPTS	MOTEL TAX COLLECTED	OCC RATE	MOTEL #RMS	TRAILER PARK RECEIPTS				TOTAL TAX COLLECTED	MBTBID
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	\$261,589.97	\$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	\$161,368.46	\$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	\$107,920.17	\$26,509.04
JANUARY	\$771,296.36	\$77,129.64	34%	910	\$86,728.20	\$8,672.82	\$36,778.65	\$3,677.87	\$89,480.32	\$23,138.89
FEBRUARY	\$864,785.92	\$86,478.59	37%	911	\$80,942.29	\$8,094.23	\$50,038.57	\$5,003.86	\$99,576.68	\$25,943.58
MARCH	\$0.00	\$0.00	0%	919	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
APRIL	\$0.00	\$0.00	0%	919	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
MAY	\$0.00	\$0.00	0%	919	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
JUNE	\$0.00	\$0.00	0%	919	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$11,240,869.51	\$1,124,367.42			\$1,100,581.74	\$110,058.17	\$996,154.80	\$99,616.38	\$1,334,041.98	\$337,208.81

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

	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	2% July-Oct 3%-Nov MBTBID MONEY COLLECTED	
	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	
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