

CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD
MEETING AGENDA
THURSDAY, MAY 10, 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 April 12, 2012 meeting
- V. **UNFINISHED BUSINESS**
 - A) Morro Bay 4th Request for Funding Reconsideration
 - B) 2012/2013 Budget Discussions
- 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 -
 - E) Creative Sub-Committee Report -
 - F) Public Relations Sub-Committee -
 - 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) Recommendation to Renew the TBID Assessment for FY 2012/13 to Continue Its Activities
 - B) Discussion of Website Launch and Funding
 - C) Discussion of Website Domain Name
 - D) Discussion and Recommendation of Bylaws for Tourism Bureau
 - E) Discussion and Recommendation for Hiring Process of Director of Tourism
 - F) Presentation of TOT Rebate through Motel/Hotel Revitalization Program
- 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, APRIL 12, 2012

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

MEMBERS ABSENT: MICHELE JACQUEZ

STAFF PRESENT: ANDREA LUEKER, CITY MANAGER,

OTHERS PRESENT: SHARI CLARK, BCA

I. CALL TO ORDER

The meeting was called to order at 9:00 a.m. by Chair Solu.

II. PUBLIC COMMENT PERIOD

III. BOARD ANNOUNCEMENTS

Chair Solu announced the Fundraiser Follies event. She also announced that hotelier and long term resident Tom Laurie had passed away as well as long time resident's Bill Stafford's wife Catherine had also passed away.

IV. APPROVAL OF MINUTES

MOTION: Member Behman motioned for approval of the March 8, 2012 minutes, member Biaggini seconded, all in favor (6-0).

V. UNFINISHED BUSINESS

A) Update on 505 (c)(6) Tourism Formation

In the absence of the City Attorney, City Manager Lueker informed the Board the incorporation papers were to be filed and incorporation would be completed in approximately 6 weeks. The bylaws would be reviewed at the May TBID meeting or a special meeting prior to the regular May meeting. The bylaws would address indemnification; coverage would also be sought for the Directors and Operators. The Board asked that a budget for the cost of formation be provided at a future meeting. The Board was further requested to determine a name for the new non-profit.

MOTION: Member Biaggini motioned for the new entity to be named the Morro Bay Tourism Bureau, member Behman seconded, all in favor (6-0).

B) Consideration of New Information for Morro Bay Fam Tour Oyster Festival Weekend

Linda Parker Sanpie provided a proposal for the Fam Tour costs.

MOTION: Member Biaggini motioned for approval of the proposal with the condition the funding came out of the contingency fund, coordination would be in conjunction with BCA for accommodations and approval of writers, as well as a close review of travel costs be kept, member Meyers seconded, all in favor (6-0).

C) Savor the Central Coast Marketing Sponsorship
The Board discussed the proposal.

MOTION: Member Biaggini motioned for approval of the proposal submitted on April 12, 2012, member Meyers seconded, all in favor (6-0).

D) VCB Funding
The Board discussed the proposal.

MOTION: Member Behman motioned for funding of the VCB at \$43,600 which includes membership for all hotels in Morro Bay, member Amini seconded, all in favor (5-0-1), with Meyers abstaining.

E) Recommendations from the Budget Sub Committee and Adoption of Funding Requests for:

a) Morro Bay 4th – 2012

MOTION: Member Behman motioned the TBID fund the 4th of July, 2012 - \$2500 to be used for 26 banners and in-kind marketing, member Mendoza seconded, all in favor (6-0).

b) Morro Bay Harbor Festival – 2012

MOTION: Member Mendoza motioned the TBID fund the Morro Bay Harbor Festival, 2012 - \$4,500 in target marketing and press releases done through BCA as well as \$2,000 direct cash infusion for a total of \$6,500, member Biaggini seconded (4-2) with members Meyers and Behman voting no.

c) Morro Bay Maritime Museum

MOTION: Member Biaggini motioned the TBID fund the Morro Bay Maritime Museum \$1,000 to be used for submarine “site presentation” (story boards, etc.) and \$500 in marketing to school districts statewide through the BCA for a total of \$1,500 member Amini seconded (6-0).

d) Morro Bay Oyster Festival – 2013
This item was moved to a future agenda.

e) Central Coast Writers Conference
MOTION: Member Mendoza motioned the TBID fund the Central Coast Writers Conference \$600, seconded by member Amini (6-0).

VI. MONTHLY REPORTS

- A) BCA Advertising Agency Report
Shari Clark, BCA representative provided the update on the marketing and advertising report. She stated that the new website would be launched on Thursday, April 19, 2012.
- B) Trade Show Sub-Committee
This item was discussed during the BCA Advertising Agency Report.
- C) Web Site Sub-Committee
The launch date for the new website will be Thursday, April 19, 2012.
- D) Hotel Packaging Sub-Committee Report
This sub-committee did not meet.
- E) Creative Sub-Committee Report
This sub-committee did not meet.
- F) Public Relations Sub-Committee
This sub-committee did not meet.
- G) VCB/CBID Reports
Member Biaggini provided the report on the VCB/CBID sub-committee.
- H) Visitors Center Report
CEO Craig Schmidt provided the report on the Visitors Center.
- I) Review of Transient Occupancy Tax
Chair Solu provided the TOT report which showed an increase in monies collected as compared to last year.

VII. NEW BUSINESS

- A) Hearst Castle Bus Wrap
Shari Clark presented a unique marketing opportunity that has been offered to the TBID. For \$5,000, the TBID can “purchase” the bus advertising on a brand new Hearst Castle Bus for 5 years. The bus would literally be wrapped in pictures of Morro Bay. Hearst Castle hopes these busses would be “moving” by the end of

July. Shari Clark attended a meeting in which she registered our desire to sponsor one of these busses.

MOTION: Member Behman motioned the TBID authorize \$5,000 to the Bus Wrap program, seconded by member Biaggini (6-0).

B) Set a Special Meeting Date for Budget 2012/2013

Chair Solu discussed possible dates for the special meeting to discuss the TBID's 2012/2013 Budget. Dates were discussed; staff was to be notified to check their schedules before setting a final date. Proposed dates were Monday, May 7th and/or Tuesday, May 15th. The date will be set and members notified.

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

MOTION: Member Biaggini moved the TBID send a letter to Caroline Beteta, President and CEO of Visit California, as well as their Executive Committee requesting their support for keeping Morro Strand State Beach open. The motion was seconded by Member Amini and carried unanimously, (6-0).

D) Sub-Committee Openings and Refilling of Position(s)

Chair Solu read a letter from Member Jacquez resigning her position on the Budget Sub-Committee.

MOTION: Member Mendoza motioned that Member Meyers vacate his position on the Hotel Packaging Sub-Committee and fill the vacant position on the Budget Sub-Committee; it was further moved that Member Amini fill the newly vacated position on the Hotel Packaging Sub-Committee, seconded by member Biaggini (6-0).

VIII. DECLARATION OF FUTURE AGENDA ITEMS

Member Behman requested BCA to look at the billboard on Highway 41 as it isn't illuminated in any way and make contact to see what it would take to get it solar lighted.

Member Meyers requested that the Chamber CEO and President come to the TBID to make the presentation they had made at the Business Forum earlier that morning as the TBID members weren't able to hear it.

Member Meyers requested a discussion on the TOT reinvestment program with the hopes of making a recommendation to the City Council.

IX. ADJOURNMENT - the meeting was adjourned at 12:10pm



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	(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	TOTAL TAX 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							
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							
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							
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							
NOVEMBER	\$941,134.30	\$94,113.43	39%	919	\$101,562.90	\$10,156.29	\$114,654.91	\$11,465.99	\$115,735.71							
DECEMBER	\$883,634.63	\$88,395.96	38%	919	\$91,970.49	\$9,197.05	\$103,271.54	\$10,327.15	\$107,920.17							
JANUARY	\$771,296.36	\$77,129.64	34%	910	\$86,728.20	\$8,672.82	\$36,382.60	\$3,638.26	\$89,440.72							
FEBRUARY	\$864,785.92	\$86,478.59	37%	911	\$80,942.29	\$8,094.23	\$49,185.34	\$4,918.53	\$99,491.36							
MARCH	\$1,001,389.45	\$100,138.95	42%	909	\$100,264.35	\$10,026.44	\$59,176.27	\$5,917.63	\$116,083.01							
APRIL	\$0.00	\$0.00	0%	919	\$0.00	\$0.00	\$0.00	\$417.90	\$417.90							
MAY	\$0.00	\$0.00	0%	919	\$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							
	\$12,242,258.96	\$1,224,506.37			\$1,200,846.09	\$120,084.61	\$1,054,081.79	\$105,826.98	\$1,450,417.95							

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

	(A) MOTEL RECEIPTS	(B) MOTEL TAX COLLECTED	(C) OCC RATE	(D) MOTEL #RMS	(E) TRAILER PARK		(F) VACATION RENTAL		(G) VACATION RENTAL TAX		(H) TOTAL TAX COLLECTED		2% July-Oct 3%-Nov MBTBID MONEY COLLECTED	
					RECEIPTS	TAX	RECEIPTS	TAX	RECEIPTS	TAX	COLLECTED	COLLECTED	COLLECTED	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