

CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD
MEETING AGENDA
THURSDAY, JULY 12, 2012 @ 9:00 A.M.
VETERANS' MEMORIAL BUILDING

I. CALL TO ORDER

II. PUBLIC COMMENT PERIOD

III. BOARD ANNOUNCEMENTS

A) TBID/VCB Training Meeting at La Serena Inn

IV. APPROVAL OF MINUTES – the Minutes for the June 14, 2012 meeting

V. UNFINISHED BUSINESS

- A) Report on the Recent Oyster Festival FAM Tour – Linda Sanpei
- B) Discussion and Approval of the By-laws for the MB Tourism Bureau
- C) Discussion and Development of a Mission Statement for the MB Tourism Bureau
- D) Discussion on the Development of Public Service Announcements to Create Awareness of the Benefits of Tourism in Morro Bay

VI. MONTHLY REPORTS

- A) BCA Advertising Agency Report – Shari Clark
- B) Trade Show Sub-Committee Report
- C) Web Site Sub-Committee Report
- D) Hotel Packaging Sub-Committee Report
- E) Creative Sub-Committee Report
- F) Public Relations Sub-Committee Report
- G) Budget Sub-Committee Report
- H) Visitors and Conference Bureau Report/County Business Improvement District Report
- I) Visitors Center Report – Craig Schmidt
- J) Review of Transient Occupancy Tax
- K) Tourism Bureau Formation Business Sub-Committee Report
- L) Tourism Bureau Hiring Process Sub-Committee Report

VII. NEW BUSINESS

- A) Discussion of Timeline for Hiring of Director of Tourism
- B) Discussion of Report of Potential Locations for future Visitor Center
- C) Discussion of holding 2 Meetings a Month for the next 3 Months during the formation of the 501(c)3
- D) Presentation of New Full Service Delivery Program – Joe Yukich
- E) Discussion of July 14, 2014 Marketing and Community Program's Development

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.

COPIES OF STAFF REPORTS OR OTHER PUBLIC DOCUMENTATION RELATING TO EACH ITEM OF BUSINESS REFERRED TO ON THIS AGENDA ARE ON FILE IN THE OFFICE OF THE CITY CLERK AND AVAILABLE FOR PUBLIC INSPECTION AND REPRODUCTION AT COST.

CITY OF MORRO BAY

TOURISM BUSINESS IMPROVEMENT DISTRICT COMMITTEE

MINUTES – THURSDAY, JUNE 14, 2012

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

MEMBERS ABSENT: NONE

STAFF PRESENT: ANDREA LUEKER- CITY MANAGER, ROB SCHULTZ-CITY ATTORNEY

OTHERS PRESENT: SHARI CLARK, BCA

I. CALL TO ORDER

The meeting was called to order at 9:05 a.m. by Vice Chair Jacquez.

II. PUBLIC COMMENT PERIOD

None.

III. BOARD ANNOUNCEMENTS

Vice Chair Jacquez announced the Oyster Festival scheduled for Saturday, June 16, 2012 at Morro Bay Golf Course.

IV. APPROVAL OF MINUTES

MOTION: Member Mendoza motioned for approval of the May 10, 2012 minutes, member Meyer seconded, all in favor (6-0).

V. UNFINISHED BUSINESS

A) Report from Sub-Committee on Marketing Contract

The City, BCA, and members of the MBTBID met to discuss the marketing contract and billings. Member Biaggini indicated as a result of the meeting, the City and BCA would move forward and ensure the contract mimicked what was occurring. Member Biaggini also indicated that there may be correction for some past incorrect billings.

In order to increase information to the stakeholders, the Board consensus was to choose September 5, 2012, 9:00-10:30 for a second stakeholders meeting, location to be determined.

Chair Solu arrived at this time.

VI. MONTHLY REPORTS

- A) BCA Advertising Agency Report
Shari, Clark, BCA representative, provided the update on the marketing and advertising report.
- B) Trade Show Sub-Committee
Chair Solu indicated additional supplies needed to be purchased for future trade shows.
- C) Web Site Sub-Committee
No report.
- D) Hotel Packaging Sub-Committee Report
No report.
- E) Creative Sub-Committee Report
The committee is looking at a future Sunset advertisement.
- F) Public Relations Sub-Committee
This sub-committee did not meet; however, Chair Solu thanked those businesses who participated in the Fam Tour.
- G) Budget Sub-Committee Report
Chair Solu reported a special meeting was held on Tuesday, June 12th and recommendations were forwarded to the City Council in regard to the unallocated \$116K. The City Council allocated ½ of those funds to each MBTBID and the Chamber of Commerce for Economic Development.
- H) VCB/CBID Reports
Member Meyers provided a brief report on the VCB meeting. Chair Solu also provided information from the CTTC meeting she attended.
- I) Visitors Center Report
No report.
- J) Review of Transient Occupancy Tax
Member Meyers provided the quarterly TOT report. Chair Solu inquired about adding the number of vacation rentals and transient trailer numbers for the TOT report.

VII. NEW BUSINESS

- A) Discussion and Approval of the Bylaws for the MB Tourism Bureau
Rob introduced the topic. The Board members were going to provide a redline document back to Attorney Schultz by July 1, 2012.
- B) Discussion and Development of a Mission Statement for the MB Tourism Bureau
The Board members were to provide a redline mission statement back to Attorney Schultz by July 1, 2012.
- C) Continued Discussion and Adoption of the FY 2012/12 Budget
The Board discussed the budget. Member Mendoza motioned for approval, member Jacquez seconded, all in favor (7-0).
- D) Presentation and Discussion on the Sub-Committee Recommendation for Hiring Process of the DOT
The Board discussed the job description and advertisement and had consensus on the changes.

MOTION: Member Biaggini motioned for approval of the job description and advertisement as well as asked for creation of a flow chart to show relationships, member Amini seconded, all in favor (7-0).

- E) Presentation and Discussion on the Transition of Business Related Contracts for the MB Tourism Bureau
This item was discussed above.
- F) Discussion on the Development of Public Service Announcements to Create Awareness of the Benefits of Tourism in Morro Bay
The Board discussed the type of PSA's to do. Shari Clark was to look at possible concepts and come back to the July meeting to present.
- G) Approval of Additional Funding for Website Improvements
Shari Clark clarified the additional funding for the website improvement cost overages. No additional action was taken.

VIII. DECLARATION OF FUTURE AGENDA ITEMS

IX. ADJOURNMENT

The meeting was adjourned at 12:05 p.m.

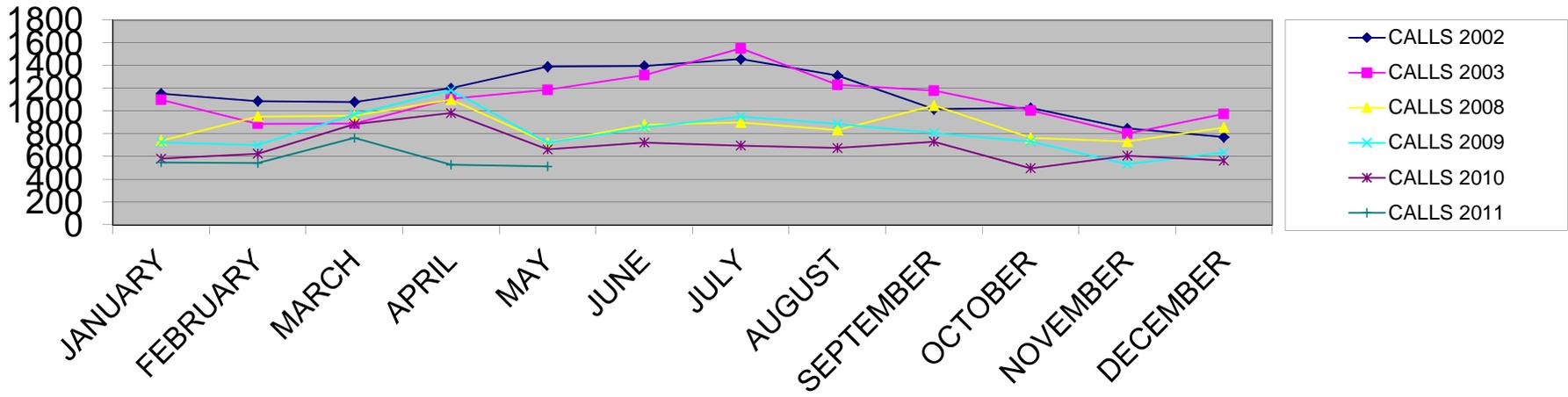
Jun. 12 Promotions Report

	Jan-12	Jan-11	FYT 2012	FYT AVG p/DAY	2012 FYT FYT 2012
Phone Calls	535				
Total Visitors	1956				
Emails answered with info	12				
Total Promotional Mailings	Jan-12	Jan-11	FYT 2012	AVG p/DAY	FYT 2012
Tourist Packs	4				
Relocation Packs	4				
Total	8				
Fullfillment	Jan-12	Jan-11	FYT 2012	AVG p/DAY	FYT 2012
Ca. Visitors Guide					
Sierra Magazine					
Sunset	200				
Travel 50 & Beyond	113				
National Geographic					
Budget Travel					
International	1				
Misc Email/Phones	16				
Total	330				
Calls 800# & Source:	Jan-12	Jan-11	FYT 2012	AVG p/DAY	FYT 2012
AAA					
Internet					
Sunset					
Fulfilment Lit					
Coastal Living					
L A Times					
Total					
REFERALS	Jan-12	Jan-11	FYT 2012	AVG p/DAY	FYT 2012
Lodging	128				
Dining	217				
Recreation	709				
Retail	86				
Real Estate	14				
Events	175				
Total	1329				

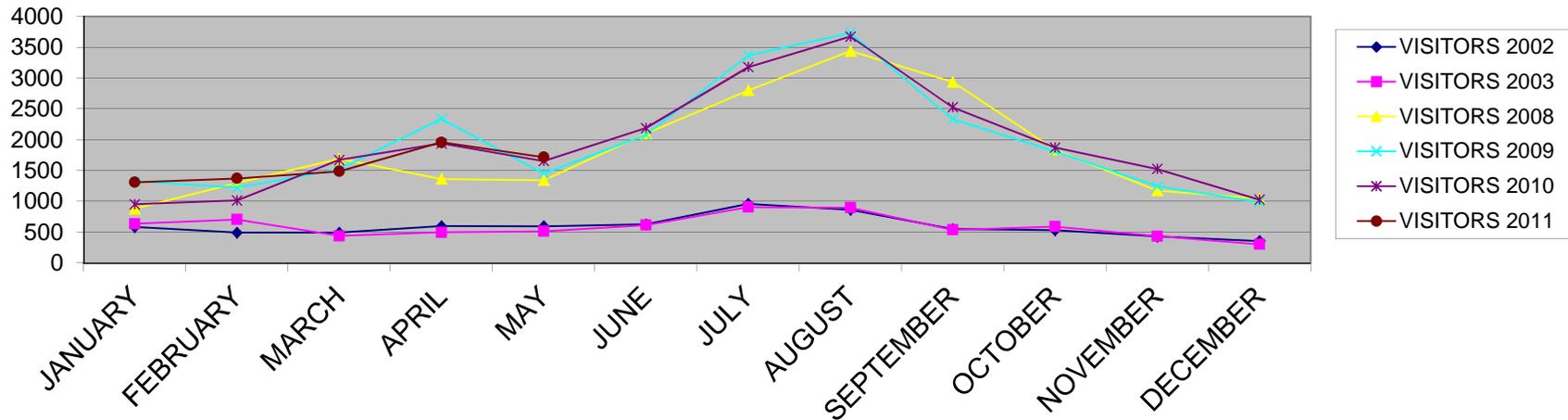
YEAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	YEAR TOTAL
2002 CALLS	1154	1088	1080	1202	1391	1397	1457	1313	1017	1027	848	772	13746
VISITORS	583	492	493	599	596	627	960	863	550	530	430	356	7079
FULFILLMENT	143	521	526	536	1283	979	2353	424	503	1463	798	59	9588
2003 CALLS	1100	888	891	1109	1187	1316	1551	1231	1180	1005	803	976	13237
VISITORS	636	707	441	497	515	615	908	897	539	591	435	304	7085
FULFILLMENT	107	322	525	1295	905	1052	695	34	737	1406	297	45	7420
2008 CALLS	741	952	959	1102	721	881	901	834	1049	764	733	857	10494
VISITORS	882	1299	1693	1363	1343	2097	2800	3441	2937	1837	1175	1044	21911
FULFILLMENT	44	91	455	747	531	676	253	581	871	815	45	641	5750
2009 CALLS	725	700	972	1183	722	857	953	888	808	734	534	636	9712
VISITORS	1329	1221	1520	2340	1453	2078	3367	3735	2336	1814	1244	988	23425
FULFILLMENT	195	869	725	664	463	460	789	141	441	1022	998	264	7031
2010 CALLS	583	625	886	983	664	724	697	676	731	498	608	565	8240
VISITORS	952	1016	1672	1940	1654	2188	3178	3675	2527	1874	1526	1028	23230
FULFILLMENT	1151	1850	1392	1569	2059	1922	1595	1013	954	1261	1058	258	16082
2011 CALLS	549	543	764	529	514	604	566	610	569	466	562	489	6765
VISITORS	1309	1371	1488	1959	1716	2269	3380	3433	2269	2283	1504	1324	24305
FULFILLMENT	472	466	598	673	0	246	863	0	500	480	256	13	4567
2012 CALLS	545	535	798	573	510	535							3496
VISITORS	1379	1380	1665	1546	1637	1956							9563
FULFILLMENT	990	33	239	596	368	330							2556

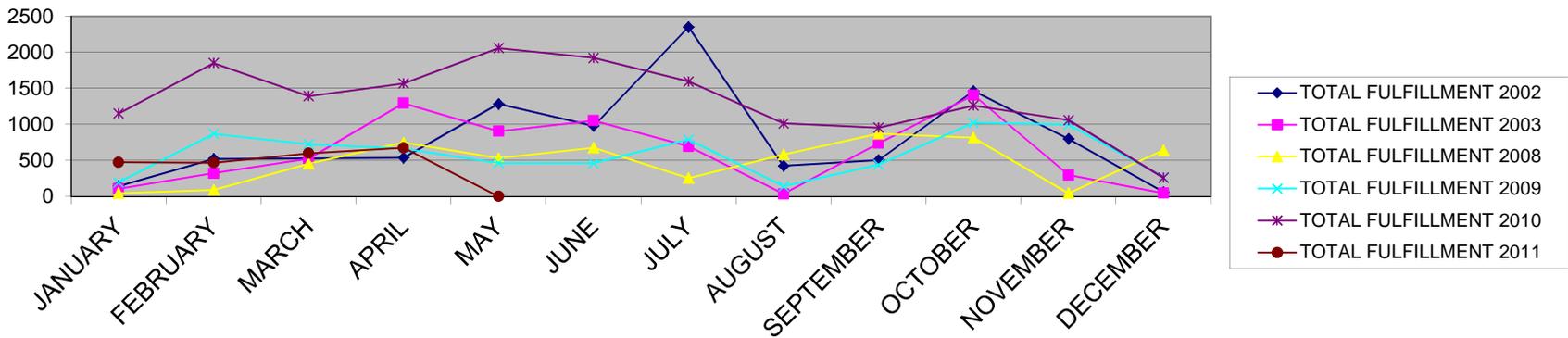
VISITOR CENTER CALLS



VISITOR CENTER VISITS



VISITOR CENTER TOTAL FULFILLMENT



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

	(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	2% July-Oct 3%-Nov 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

**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	\$103,771.54	\$10,377.15	\$107,970.16	\$26,509.04
JANUARY	\$771,296.36	\$77,129.64	34%	910	\$86,728.20	\$8,672.82	\$37,282.60	\$3,728.26	\$89,530.72	\$23,138.89
FEBRUARY	\$864,785.92	\$86,478.59	37%	911	\$80,942.29	\$8,094.23	\$49,185.34	\$4,918.53	\$99,491.35	\$25,943.58
MARCH	\$1,001,389.45	\$100,138.95	42%	909	\$100,264.35	\$10,026.44	\$63,944.46	\$6,394.45	\$116,559.84	\$30,041.63
APRIL	\$1,353,291.27	\$135,329.43	55%	920	\$117,303.12	\$11,730.31	\$109,762.71	\$10,976.27	\$158,036.01	\$40,595.65
MAY	\$1,511,879.93	\$151,187.99	52%	922	\$135,863.66	\$13,586.37	\$124,830.21	\$12,483.02	\$177,257.38	\$45,356.40 **
JUNE									\$0.00	
	\$15,107,430.16	\$1,511,023.79			\$1,454,012.87	\$145,401.29	\$1,294,842.90	\$129,485.19	\$1,785,910.27	\$453,202.49

OCCUPANCY RATE 10%

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

**Two Motel's Receipts are missing