

# 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 12<sup>th</sup> 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.