

**CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD
MEETING AGENDA
THURSDAY, AUGUST 9, 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 July 12, 2012 meeting
- V. UNFINISHED BUSINESS**
 - A) Continued discussions of Potential Locations for future Visitor Center
 - B) Continued discussion of the Morro Bay Tourism Bureau By-Laws
- VI. MONTHLY REPORTS**
 - A) Visitors Center Report – Craig Schmidt
 - B) BCA Advertising Agency Report – Shari Clark
 - C) Trade Show Sub-Committee Report
 - D) Web Site Sub-Committee Report
 - E) Hotel Packaging Sub-Committee Report
 - F) Creative Sub-Committee Report
 - G) Public Relations Sub-Committee Report
 - H) Budget Sub-Committee Report
 - I) Visitors and Conference Bureau Report/County Business Improvement District Report
 - 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 Marketing Schedule and Budget
 - B) Discussion of a Media Rate for Hotels
 - C) Presentation on a Mobile-friendly App for MorroBay.org
 - D) Discussion on Kiosk concept in North Morro Bay
 - E) Discussion on the “Travel Coupon Advertisement” scheduled for the November/December issue
 - F) Discussion of Savor Booth design and marketing opportunities at the event
 - G) Discussion of new Visitor Guide concept
 - H) Discussion of final figures for lodging TOT 2011/2012 fiscal year
 - I) Discussion of wage to be included on Draft ad for Tourism Director and approval of ad
 - J) Discussion of a tourism topic for a visit from Lois Capps
- 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, JULY 12, 2012

MEMBERS PRESENT: KAREN BIAGGINI, JOAN SOLU, ALEX AMINI, NICK MENDOZA, MICHELE JACQUEZ

MEMBERS ABSENT: JAYNE BEHMAN, JOHN MEYERS

STAFF PRESENT: JAMIE BOUCHER, CITY CLERK

OTHERS PRESENT: SHARI CLARK, BCA
HANK ROTH, CHAMBER OF COMMERCE

I. CALL TO ORDER

The meeting was called to order at 9:06 a.m. by Chair Solu.

II. PUBLIC COMMENT PERIOD

Aaron Oates provided an update of “RocktheCoast.com”, a news organization doing social outreach on behalf of Morro Bay. He was proud of the hits his site has received; he also felt it necessary to expand efforts to bring more international visitors to Morro Bay.

Steve Buffalo spoke on behalf of the Morro Bay Harbor Festival stating that they were going to be starting a promotion, offering hotels the opportunity to purchase discounted Harbor Festival tickets that they could then offer to their guests.

Sergio Para, employee of Mackey & Mackey, introduced himself as somebody working with Member Meyers, in setting up the insurance policies for the non-profit.

Glo Rivera, stating she was a sub-contractor with the Morro Bay Chamber of Commerce, spoke on the opportunity hoteliers and restaurateurs had to advertise in the visitor’s map of Morro Bay she was putting together.

Priscella Cole, new owner of the Sandpiper Inn, requested the TBID look into advertising with YELP. She also requested the ability to provide their own updates to the website so they can be made timelier.

III. BOARD ANNOUNCEMENTS

Vice Chair Jacquez announced the Renaissance Faire is coming up; she also gave an update on her attendance at the TBID/VCB Training Meeting.

Chair Solu announced that the Mid State Fair is coming up.

IV. APPROVAL OF MINUTES

MOTION: Member Mendoza motioned for approval of the June 14, 2012 minutes, member Amini seconded, all in favor (5-0).

V. UNFINISHED BUSINESS

A) Report on the Recent Oyster Festival FAM Tour

Linda Sanpei presented her report on the Press Familiarization (FAM) Tour stating that it was a huge success; to date there have been 2 articles on Morro Bay with more to come. She also presented a bill for \$406.74 resulting from having more journalists than had anticipated and there was a need to pay for additional hotel rooms.

Member Jacquez recused herself as the invoice was from one of her hotels.

MOTION: Member Biaggini motioned for approval to pay the submitted invoice in the amount of \$406.74, Member Mendoza seconded, all in favor (4-0-1 with Member Jacquez abstaining).

Member Amini would like to ensure that if the Media Tour occurred again that more hotels and restaurants be included in the event. There was also Board consensus that for future events, we needed a media rate so that hoteliers would be more apt to host.

B) Discussion and Approval of the By-laws for the MB Tourism Bureau

Since the last meeting, red-lined comments of the bylaws were provided to the City Attorney; a conference call between Chair Solu, Member Jacquez, City Attorney Schultz and Attorney of record, John Lambeth occurred; Attorney Lambeth is assembling the Bylaws for the new board.

There was Board consensus for a special meeting to be called to discuss the new By-laws.

Member Biaggini requested that the board be provided a synopsis of the conference call prior to the next meeting.

C) Discussion and Development of a Mission Statement for the MB Tourism Bureau

There will be a special meeting held to also discuss the development of the Mission Statement.

D) Discussion on the Development of Public Service Announcements to Create Awareness of the Benefits of Tourism in Morro Bay

BCA Representative Shari Clark stated that it would cost approximately \$1300 in order to produce and create an advertising spot for AGP as well as a radio spot on local community radio.

MOTION: Member Jacquez motioned for BCA to accept the proposed estimate and work with the Public Relations Sub-committee in moving forward with both the AGP and Radio spots, Member Mendoza seconded, all in favor (4-1 with Member Biaggini voting no).

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 that they were in the process of selecting the Chefs for the Battle of the Chefs; also, the booth at the Oyster Fest proved to be very successful with over 131 sign-ups.
- C) Web Site Sub-Committee
The website is continuing to progress forward and is now in the fine tuning stages, any problems that users/stakeholders are having should be directed as soon as possible to a Board member; there needs to be a way to make sure that the site will be as responsive as possible to changes with a business.
- D) Hotel Packaging Sub-Committee Report
No report.
- E) Creative Sub-Committee Report
The committee looked at a couple pieces that are going out for the Sunset Ad and for Canada, were great and are moving forward.
- F) Public Relations Sub-Committee
No report.
- G) Budget Sub-Committee Report
Chair Solu stated that they are moving forward with the budget; the Sub-Committee will be sitting down with Shari Clark in the next 10 days and should have a better report in August. Member Biaggini requested that if there are expenditures that are approved and spent outside of the board's purview, they be brought to the Board for informational purposes.
- H) VCB/CBID Reports
Chair Solu sent out the information but Member Meyers wasn't present to provide the report.
- I) Visitors Center Report
Chamber Representative Hank Roth provided the update on the activity at the Visitor's Center.
- J) Review of Transient Occupancy Tax
Chair Solu provided the quarterly TOT report. In addition, Morro Bay has 158 registered vacation rentals and 4 RV Trailer Parks that offer transient spaces.
- K) Tourism Bureau Formation Business Sub-Committee Report
No report.
- L) Tourism Bureau Hiring Process Sub-Committee Report
The Sub-Committee did meet and information is coming back which will be discussed in the New Business Item A).

VII. NEW BUSINESS

A) Discussion of Timeline for Hiring of Director of Tourism

Chair Solu sent out the timeline in advance of the meeting to the Board members; she emphasized that the dates were flexible targets.

MOTION: Member Biaggini motioned for adoption of the hiring timeline and framework as sent out, Member Jacquez seconded, all in favor (5-0).

B) Discussion of Report of Potential Locations for Future Visitor Center

Chair Solu and Member Biaggini toured 7 different sites with City staff for a possible new location of the Visitor's Center. Visited were Dynege's Gateway House, Virg's Landing, Embarcadero Building at Centennial Park, vacant lot next to Lemos (Fire housing unit), current Dial-a-Ride building, the Morro Bay Realty Building and the Fire housing unit where it lies. The board strongly encouraged the use of kiosks as additional advertising tools. Each board member gave their top 3 location choices.

MOTION: Member Biaggini motioned for the Sub-Committee to provide a cost analysis on repairs on Virg's, Embarcadero Building, and Morro Bay Realty sites as well as get staff's recommendation from the entire list of options, Member Jacquez seconded, all in favor (5-0).

C) Discussion of holding 2 Meetings a Month for the next 3 Months during the formation of the 501(c)3

Chair Solu and the Board discussed the need for a second meeting (special meeting) each month to deal with issues relating to the formation of the 501(c)3, the regular meeting would still revolve around the regular marketing and tourism agenda items and the second meeting would be dedicated to the formation items.

MOTION: Member Jacquez motioned to have a 2nd meeting on the 4th Thursday of every month, pending AGP, City staff and building availability through December 2012, Member Amini seconded, all in favor (5-0)

D) Presentation of New Full Service Delivery Program – Joe Yukich

Joe Yukich presented a new business concept, Osaka Joe's Late Nite Delivery Menu. He would like to partner with hoteliers to provide this service at their locations. It was decided that the Packaging Sub-Committee would work with Joe on this concept to include getting an email blast out. As an aside, he wants to donate a satellite kiosk for free at his location.

E) Discussion of July 17, 2014 Marketing and Community Program's Development

The City of Morro Bay turns 50 years old on July 17, 2014. Chair Solu proposed making it a year round celebration. It was decided that the Trade Show Sub-

Committee would work on this concept and that anybody with “fabulous 50” ideas, send them to a Board member.

VIII. DECLARATION OF FUTURE AGENDA ITEMS

- 1) Media Rate for Hotels
- 2) Welcome to Morro Bay Entry Sign/Visitor Boards – would like to see “MorroBay.Org” added to them
- 3) Presentation on a Mobile-friendly App
- 4) Kiosk concept as presented by Joe Yukich in North Morro Bay
- 5) Discussion on Morro Bay’s Travel Coupon Advertisement in their November/December Issue

IX. ADJOURNMENT

The meeting was adjourned at 12:06 p.m.

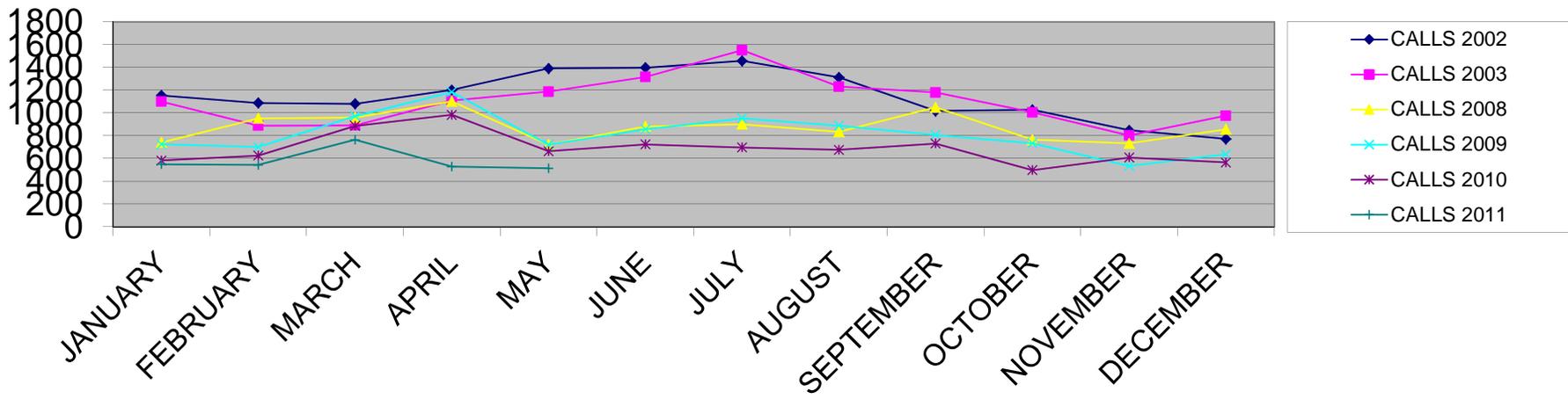
Jul. 12 Promotions Report

	Jul-12	Jul-11	FYT 2012	FYT AVG p/DAY	2012 FYT FYT 2012
Phone Calls	496	566			
Total Visitors	2990	3,380			
Emails answered with info					
Total Promotional Mailings	Jul-12	Jul-11	FYT 2012	AVG p/DAY	FYT 2012
Tourist Packs	0	0			
Relocation Packs	2	7			
Total					
Fullfillment					
Ca. Visitors Guide	Jul-12	Jul-11	FYT 2012	AVG p/DAY	FYT 2012
Sierra Magazine					
Sunset	156	35			
Travel 50 & Beyond	87	801			
National Geographic					
Budget Travel					
International		1			
Misc Email/Phones	20	26			
Total					
REFERRALS					
Lodging	Jul-12	Jul-11	FYT 2012	AVG p/DAY	FYT 2012
Dining	131	345			
Recreation	223	461			
Retail	1354	1267			
Real Estate	106	214			
Events	22	76			
Total	188	328			

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	496						3992
VISITORS	1379	1380	1665	1546	1637	1956	2990						12553
FULFILLMENT	990	33	239	596	368	330	243						2799

VISITOR CENTER CALLS



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

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

0
CITY OF MORRO BAY
TRANSIENT OCCUPANCY SUMMARY
FISCAL YEAR 2011/12

	(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)	
						TRAILER		VACATION	(B+E+G)	
	MOTEL	MOTEL	OCC	MOTEL	TRAILER	PARK	VACATION	RENTAL	TOTAL TAX	MBTBID
	RECEIPTS	TAX	RATE	#RMS	PARK	TAX	RENTAL	TAX	COLLECTED	
		COLLECTED			RECEIPTS	COLLECTED	RECEIPTS	COLLECTED	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	\$261,589.97	\$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	\$103,771.54	\$10,377.15	\$107,970.17	\$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	\$99,491.36	\$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	\$116,559.83	\$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	\$40,598.65
MAY	\$1,535,801.63	\$153,580.16	53%	922	\$135,863.66	\$13,586.37	\$128,270.21	\$12,827.02	\$179,993.55	\$46,074.05
JUNE	\$1,973,781.28	\$197,378.13	65%	919	\$161,011.30	\$16,101.13	\$240,589.95	\$24,059.21	\$237,538.46	\$59,213.24 * missing reci
	\$17,105,133.14	\$1,710,794.08			\$1,615,024.17	\$161,502.42	\$1,538,872.85	\$153,888.40	\$2,026,184.90	\$513,136.37