

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.