

CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD
MEETING AGENDA
THURSDAY, SEPTEMBER 13, 2012 @ 9:00 A.M.
VETERANS' MEMORIAL BUILDING

Board Member John Meyers will be communicating by teleconference from the following location: 1394 San Mateo Drive, Palm Springs 92264 (760) 832-6217

- I. CALL TO ORDER**
- II. PUBLIC COMMENT PERIOD**
- III. BOARD ANNOUNCEMENTS**
- IV. APPROVAL OF MINUTES – the Minutes for the July 26, 2012 Special Meeting and the August 9, 2012 regular meeting**
- V. UNFINISHED BUSINESS**
 - A) Continued Discussion of Potential Locations for Future Visitor Center
 - B) Continued Discussion on a Mobile-friendly App for MorroBay.org
 - C) Review of Footage from “Dreamin’ California’s Coast” Production
- 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 - None**
- 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 ADVISORY BOARD SPECIAL MEETING

MINUTES - THURSDAY, JULY 26, 2012 at 9:00 A.M.

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

MEMBERS ABSENT: JAYNE BEHMAN, JOHN MEYERS

STAFF PRESENT: ROBERT SCHULTZ, CITY ATTORNEY

I. CALL TO ORDER

The meeting was called to order at 9:08 a.m. by Chair Solu.

II. PUBLIC COMMENT PERIOD

Keith Taylor, representing Friends of the Firefighters, discussed the new fire station and advertised the ability to purchase commemorative bricks with your name on it. Funds raised go to training our reserve firefighters.

Aaron Ochs, Managing Editor of the Rock, discussed the fact that all businesses need a website for advertising purposes and unfortunately, many businesses do not have one. Tourists rely heavily on the web, as such businesses need a website; he also encouraged interaction on Facebook, Twitter and other Apps.

III. CONTINUED DISCUSSION AND DEVELOPMENT OF THE OF THE BY-LAWS FOR THE MB TOURISM BUREAU

Rob Schultz provided an update on the draft By-laws for the Tourism Bureau. The Board discussed various changes to the draft By-laws and directed the City Attorney to bring those changes back for final approval at the next business meeting.

IV. CONTINUED DISCUSSION AND DEVELOPMENT OF A MISSION STATEMENT FOR THE MB TOURISM BUREAU

The Board discussed various changes to the draft Mission Statement.

MOTION: Member Jacquez moved for approval of the following mission statement:

The purpose of this Corporation shall be to promote and increase tourism in the City of Morro Bay by improving and strengthening the condition of the tourism business environment. The objective shall be accomplished through the development and operation of a tourism improvement district and other marketing, branding and promotional programs and initiatives.

the motion was seconded by Member Amini, and passed 5-0.

V. **DISCUSSION ON THE COMMUNITY SELECTION COMMITTEE OF THE INTERVIEW PANEL FOR THE TOURISM BUREAU DIRECTOR**

The Board discussed the interview panel make-up for the Director of Tourism. The Board requested the City Attorney research and bring back to the next business meeting, the ability for the Board to hold a closed session in order to interview each of the selected applicants.

VI. **ADJOURNMENT** – The meeting was adjourned at 10:37 a.m.

CITY OF MORRO BAY

TOURISM BUSINESS IMPROVEMENT DISTRICT COMMITTEE

MINUTES – THURSDAY, AUGUST 9, 2012

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

MEMBERS ABSENT: 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 9:00 a.m. by Chair Solu.

II. PUBLIC COMMENT PERIOD

John Solu thanked TBID, the hotels, the RV parks and the vacation rentals as this was the first time ever to break the 2 million dollar mark in TOT receipts. He is hopeful the trend will continue.

Aaron Ochs feels that incentivizing through deals will bring more tourists into Morro Bay. It is working for those businesses who currently utilize this practice and feels more businesses should “get on the digital bandwagon”.

III. BOARD ANNOUNCEMENTS

Vice Chair Jacquez publicly thanked the Morro Bay Recreation & Parks Department for their summer Kids Camp Program.

Chair Solu announced the beginning of school soon and advised drivers out there to look out for school children.

IV. APPROVAL OF MINUTES

MOTION: Member Jacquez motioned for approval of the June 14, 2012 minutes, Member Biaggini seconded, all in favor (5-0-1 with Member Behman abstaining as she was absent from the meeting).

V. UNFINISHED BUSINESS

A) Continued Discussions of Potential Locations for Future Visitor Center
Chair Solu related that they had looked into the 3 sites proposed at the regular last meeting. Virg’s is in the process of being rented so that location is no longer available. They looked into 845 Embarcadero with a contractor who has since

submitted a bid for the possible remodel. The sub-committee will review the bid and come back to the next business meeting with a full report.

- B) Continued Discussion of the Morro Bay Tourism Bureau By-Laws
The by-laws are not yet available. The committee will bring back an adjusted timeline for hire of the Director of Tourism. Both Member Behman and Member Biaggini felt that the job advertisement could and should go out without the adoption of the bylaws.

VI. MONTHLY REPORTS

- A) Visitors Center Report
Chamber Representative Hank Roth provided an update on the activity at the Visitor's Center.
- B) BCA Advertising Agency Report
Shari, Clark, BCA representative, provided an update on the marketing and advertising report.
- C) Trade Show Sub-Committee
Chair Solu indicated the Battle of the Bay Show Down is sold out. The 2 Chefs for the event have been chosen: Adam Pollard of Taco Temple and Paul Arangorin of the Inn at Morro Bay. Ted Allen is hosting the event and one of the judges is Kitty Morgan, Editor-in-Chief of Sunset Magazine.
- D) Web Site Sub-Committee - Did not meet
- E) Hotel Packaging Sub-Committee Report
The theme for September is Wine Month. BCA will be sending out a mass email blast to all hoteliers requesting that they submit their specials and deals.
- F) Creative Sub-Committee Report
The committee met and is updating the visitors guide brochure with a better map and more succinct verbiage taking it from 48 pages to 12+ pages. It was brought up that including trolley information would be good idea.
- G) Public Relations Sub-Committee – Did not meet
- H) Budget Sub-Committee Report
The budget report will be heard in an upcoming item.
- I) VCB/CBID Reports
Chair Solu did attend a VCB meeting as well as a Savor meeting.
- J) Review of Transient Occupancy Tax
Chair Solu provided the quarterly TOT report. There was much to celebrate as for the first time ever, they broke the \$2,000,000 mark.
- K) Tourism Bureau Formation Business Sub-Committee Report
No report.
- L) Tourism Bureau Hiring Process Sub-Committee Report
This report will be heard in an upcoming item.

VII. NEW BUSINESS

- A) Discussion of Marketing Schedule and Budget
Shari Clark presented the 11/12 Budget spent to date stating that there was \$17,000 left over with the possibility of an additional \$21,000 more since additional TOT

was brought in. There are no outstanding bills remaining in 2011/12. Shari also presented BCA's Marketing recommendations for 2012/13.

MOTION: Member Jacquez motioned for adoption of the Marketing recommendations adding in the Travel Coupon Guide for November/December 2012 as well as move forward with a full review of the entire TBID Marketing Budget and Guidelines at the November 2012 meeting with the potential of making some amendments if needed; in addition, encourage an effort to target the Central Valley, Member Mendoza seconded, all in favor (6-0).

B) Discussion of a Media Rate for Hotels

There was lengthy discussion regarding the possible need for a media rate. Some members felt that a media rate was important, others felt that a providing a discount was a better method.

ACTION: This item was tabled until the Director of Tourism is hired so that this person could weigh in on the decision.

C) Presentation on a Mobile-friendly App for MorroBay.org

BCA Representative Shari Clark presented quotes for creating a mobile site which ranges from \$2,500 - \$4,000 for a simple site.

ACTION: Shari is to submit a formal estimate and template to the board; submit/transmit to the entire board for their review and discussion at the next meeting.

D) Discussion on Kiosk concept in North Morro Bay

This item was tabled to a later date.

E) Discussion on the "Travel Coupon Advertisement" scheduled for the November/December issue

This item was discussed via New Business Item A) Discussion of Marketing Schedule and Budget.

F) Discussion of Savor Booth Design and Marketing Opportunities at the Event

A Board discussion was held regarding the TBID authorizing an amount of money that would cover the Oysters and Booth set-up. Last year the board authorized \$5000.

MOTION: Member Biaggini motioned to allocate a \$5,000 budget to the Savor Booth build out and oyster purchasing, Member Jacquez seconded, all in favor (6-0).

G) Discussion of New Visitor Guide Concept

There was an estimate of \$11,724.20 to provide for creative, design and printing of 15,000 guides. There was a request to provide a cost for 20,000 prints as well. The new guide is cleaner, less text, contains Morro Bay specific photos as well as a Morro Bay map.

MOTION: Member Behman motioned approval of the contract as written but would like to be revisit if 20,000 prices out better, Member Biaggini seconded, all in favor (6-0)

H) Discussion of Final Figures for Lodging TOT 2011/2012 Fiscal Year

There was an excess of \$176,000 brought in over the City's budgeted figure that are unallocated. There was Board support to go back to City Council to ask them to allocate \$58,000 back to the TBID (the rest of the CPC funds). There was also discussion to request the City Council fund ½ of any tenant improvements to a new Visitor's Center location.

MOTION: Member Mendoza motioned to ask the Budget Sub-Committee to write a letter from the TBID Board, signed by all willing stakeholders in support of requesting \$58,500 from the City in an effort to go back to the \$116,000 original figure and then read and present that letter in public comment at a Council meeting; as well as ask if the City would be willing to support the 501(c)6 by sharing in the cost of improvements to the new Visitors Center location, Member Jacquez seconded, all in favor (6-0)

I) Discussion of Wage to be Included on Draft Ad for Tourism Director and Approval of Ad

There was Board discussion regarding the range of the proposed wage which is hoped to be between \$50,000 - \$65,000 plus Benefits and Incentives TBD.

MOTION: Member Jacques motioned that the draft ad for the Tourism Director states a base salary of \$50,000 - \$65,000 plus benefits and incentives to be determined, Member Amini seconded, all in favor (6-0)

J) Discussion of a Tourism Topic for a Visit from Lois Capps

Chair Solu announced that Lois Capps will be coming to the Central Coast for a visit and will be speaking at an upcoming Business Forum. Joan requested that if anybody has a question(s) to pose to Congresswomen Capps, that they email a board member by August 10th.

VIII. DECLARATION OF FUTURE AGENDA ITEMS

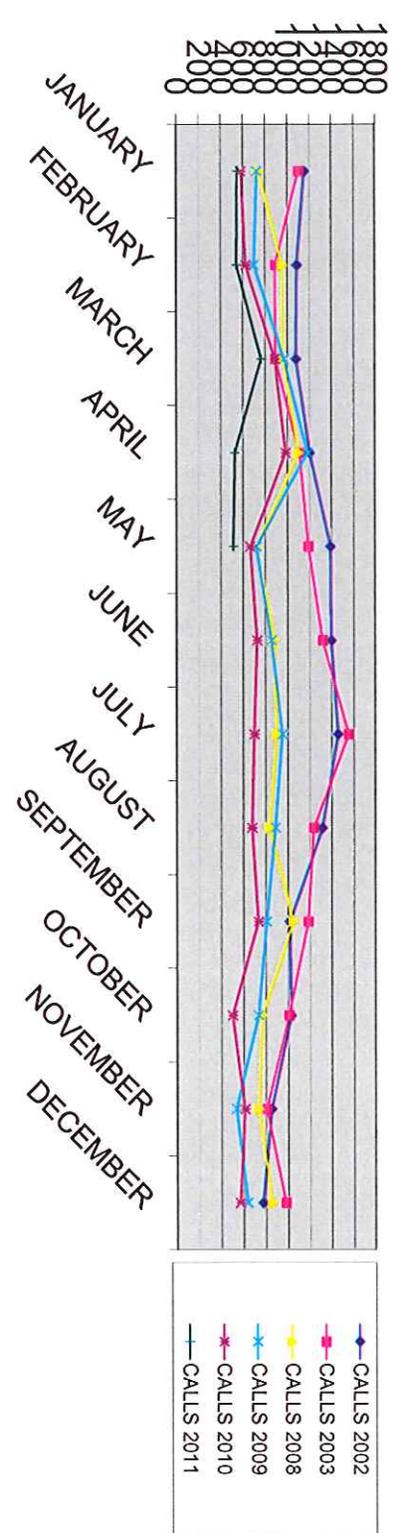
- 1) Schedule a mid-year review meeting with all hoteliers in November to go over everything.

IX. ADJOURNMENT

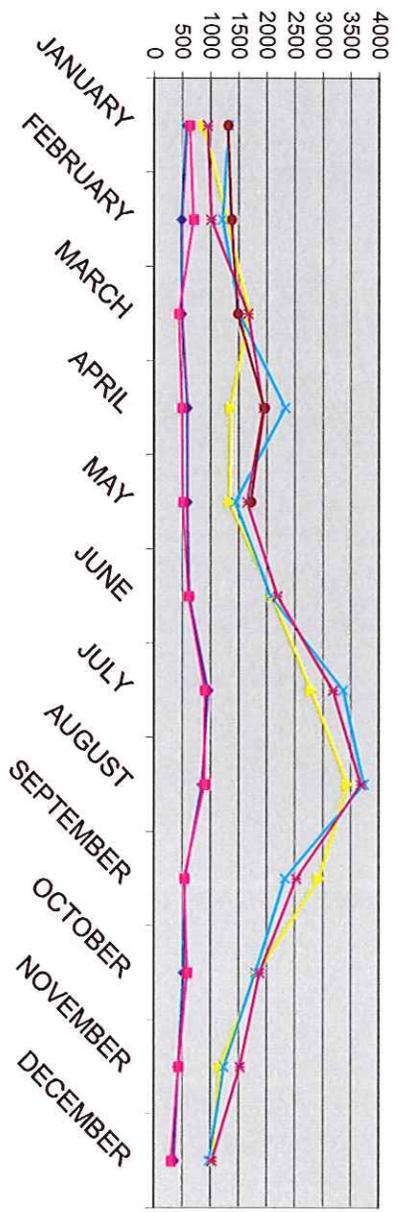
The meeting was adjourned at 11:45 a.m.

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	933	888	808	734	534	636	9712
VISITORS	1329	1221	1520	2340	1453	2078	3367	3735	2336	1814	1244	988	23425
FULFILLMENT	195	889	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	1038	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	490	256	13	4567
2012 CALLS	545	535	798	573	510	535	496	595					4587
VISITORS	1379	1380	1665	1546	1637	1956	2990	2957					15510
FULFILLMENT	990	33	239	596	368	330	243	45					2844

VISITOR CENTER CALLS

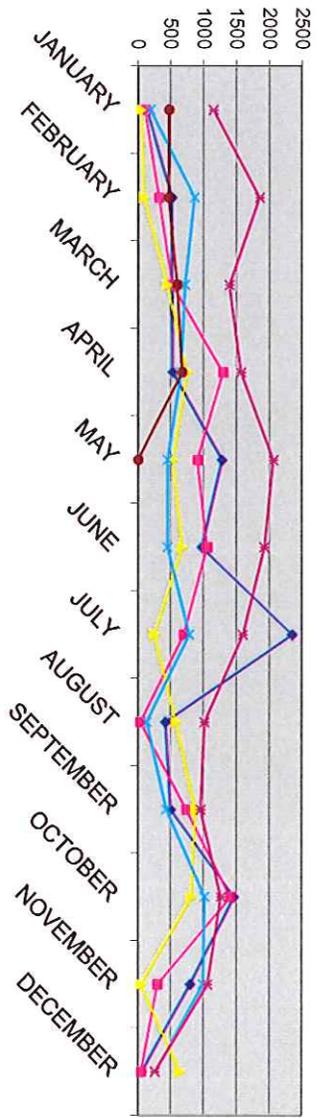


VISITOR CENTER VISITS



- VISITORS 2002
- VISITORS 2003
- ▲ VISITORS 2008
- ▼ VISITORS 2009
- ◆ VISITORS 2010
- ◆ VISITORS 2011

VISITOR CENTER TOTAL FULFILLMENT



- TOTAL FULFILLMENT 2002
- TOTAL FULFILLMENT 2003
- ▲ TOTAL FULFILLMENT 2008
- ▼ TOTAL FULFILLMENT 2009
- ◆ TOTAL FULFILLMENT 2010
- ◆ TOTAL FULFILLMENT 2011

Aug. 12 Promotions Report

	Aug. 12	Aug.11	FYT 2012	FYT AVG p/DAY	2012 FYT FYT 2012
Phone Calls	595				
Total Visitors	2957				
Emails answered with info	4				
Total Promotional Mailings	Aug.12	Aug.11	FYT 2012	AVG p/DAY	FYT 2012
Tourist Packs	22				
Relocation Packs	5				
Total	3583				
Fullfillment	Aug.12	Aug.11	FYT 2012	AVG p/DAY	FYT 2012
Ca. Visitors Guide					
Sierra Magazine					
Sunset					
Travel 50 & Beyond					
National Geographic					
Budget Travel					
International					
Misc Email/Phones	45				
Total	45				
Calls 800# & Source:	Aug.12	Aug.11	FYT 2012	AVG p/DAY	FYT 2012
AAA					
Internet					
Sunset					
Fulfilment Lit					
Coastal Living					
L A Times					
Total					
REFERALS	Aug.12	Aug.11	FYT 2012	AVG p/DAY	FYT 2012
Lodging	173				
Dining	241				
Recreation	1217				
Retail	130				
Real Estate	25				
Events	123				
Total	1909				

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

	(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)	
						TRAILER PARK TAX	VACATION RENTAL RECEIPTS	VACATION RENTAL TAX	(B+E+G)	
	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
JULY	\$2,613,841.38	\$261,383.21	75%	916	\$245,183.89	\$24,518.39	\$223,038.75	\$22,303.88	\$308,205.47	\$78,415.20
AUGUST	\$0.00	\$0.00	0%	916	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
SEPTEMBER	\$0.00	\$0.00	0%	916	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
OCTOBER	\$0.00	\$0.00	0%	916	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
NOVEMBER	\$0.00	\$0.00	0%	916	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
DECEMBER	\$0.00	\$0.00	0%	916	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
JANUARY	\$0.00	\$0.00	0%	916	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
FEBRUARY	\$0.00	\$0.00	0%	916	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
MARCH	\$0.00	\$0.00	0%	916	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
APRIL	\$0.00	\$0.00	0%	916	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
MAY	\$0.00	\$0.00	0%	916	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
JUNE	\$0.00	\$0.00	0%	916	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$2,613,841.38	\$261,383.21			\$245,183.89	\$24,518.39	\$223,038.75	\$22,303.88	\$308,205.47	\$78,415.20

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