

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.