

**CITY OF MORRO BAY**  
**TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD**  
**MEETING AGENDA**  
**THURSDAY, NOVEMBER 8, 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 October 11, 2012 regular meeting
- V. UNFINISHED BUSINESS**
  - A) Continued Discussion on a Mobile-friendly App for MorroBay.org
  - B) Restaurant Month Update
  - C) Approval of Legal Counsel Contract(s)
  - D) Finalize Plans for Mid-Year Review Meeting with all Hoteliers/Stakeholders in November 2012
  - E) Continued Discussion of 2012/13 California Welcome Centers/Certified Contracts
- 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) Info Board Electronic – Visitor Center Presentation
  - B) Release of Funds for the Morro Bay Tourism Bureau for November and December
  - C) Discussion on Obtaining an Official Weather / Webcam Channel in Morro Bay for the Website
  - D) Discussion of Launch Event for Visitor Center/DOT
  - E) Selection of Day of Week, Time and Location for Morro Bay Tourism Bureau Regularly Scheduled Meetings
  - F) Discussion of Request for City to Post Visitor Serving Web-site on City Entrance Signs
  - G) Discussion of Request for City to Post Directional Visitor Center Notices on Signs
  - H) Discussion of Request for Marketing of the 2012 Morro Bay Lighted Boat Parade
  - I) Approval of Compensation Package for Director of Tourism
- 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 COMMITTEE

MINUTES – THURSDAY, OCTOBER 11, 2012

MEMBERS PRESENT: JOAN SOLU, ALEX AMINI, NICK MENDOZA, JOHN MEYERS (TELECONFERENCED)

MEMBERS ABSENT: JAYNE BEHMAN, KAREN BIAGGINI, MICHELE JACQUEZ

STAFF PRESENT: JAMIE BOUCHER, CITY CLERK

OTHERS PRESENT: SHARI CLARK, BCA  
CRAIG SCHMIDT, CHAMBER OF COMMERCE

I. CALL TO ORDER

The meeting was called to order at 9:10 a.m. by Chair Solu.

II. PUBLIC COMMENT PERIOD

Eileen Barbara advertised an upcoming fundraising event benefitting the MBHS Soccer Program. They are hosting a Beach Soccer Tournament on Sunday, October 28<sup>th</sup> featuring a visiting professional soccer team. They also asked the board for lodging and food for 5 players and a coach/manager for a one night stay. Chair Solu will make contact with them to see if they could help.

III. BOARD ANNOUNCEMENTS

Chair Solu announced that it was MBHS Homecoming Week; the Morro Bay Beer Fest is being held on Saturday, October 20<sup>th</sup> at Tideland Park; and the Annual Fish Fry is being held at St. Timothy's on Saturday, October 27<sup>th</sup>.

IV. APPROVAL OF MINUTES

MOTION: Member Meyers motioned for approval of the Special Meeting minutes of August 23, 2012 and the regular minutes of September 13, 2012. The motion was seconded by Member Mendoza and passed unanimously 4-0.

V. UNFINISHED BUSINESS

A) Discussion of Lease Term Agreements for the Future Visitor Center at 255 Morro Bay Blvd  
Chair Solu related that each member of the board was provided a copy of the signed lease via email and the building will be available to them on October 20, 2012. The landlord will be doing the landscaping, there will be a split on costs of an outdoor deck; the Board will be responsible for any additional painting and for the flooring; and there will be a temporary handicapped ramp installed.

There was discussion of the insurance policy and the importance of having it by October 20<sup>th</sup>.

MOTION: Member Mendoza moved for adoption of the lease as presented. The motion was seconded by Member Amini and passed unanimously 4-0.

- B) Continued Discussion on a Mobile-friendly App for MorroBay.org  
Shari Clark negotiated with JackRabbit for the possibility of decreasing their annual/monthly fee but JackRabbit is so far standing firm. Shari thought that BCA could probably do a build out of the app for approximately \$7,500 and the annual upkeep would be much less.

Member Meyers reinforced that the mobile app is a really important step in moving forward. He also felt that maybe the item should be tabled for 30-60 days until the Director of Tourism was on board.

Shari Clark would like to talk to the TBID Website Sub-Committee to be able to provide them with BCA's hard numbers as well as to discuss the need/desire to provide a "click to call" app.

ACTION: Shari and the Website Sub-Committee to meet and discuss numbers and ideas; then this item will be brought back to the next regular meeting.

## VI. MONTHLY REPORTS

- A) Visitors Center Report  
Chamber CEO Craig Schmidt 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 provided an update on the amazing success of the Savor the Central Coast event.
- D) Web Site Sub-Committee - Did not meet
- E) Hotel Packaging Sub-Committee Report – Did not meet
- F) Creative Sub-Committee Report – Did not meet
- G) Public Relations Sub-Committee – members not in attendance at the meeting
- H) Budget Sub-Committee Report –  
Member Solu took the hotelier's request for additional funding to the City Council; Council approved the additional \$58,500 for marketing efforts and \$10,000 for Visitor Center site improvements. Hoping to have a committee meeting prior to the November regular meeting.

- I) VCB/CBID Reports  
The Savor the Central Coast was very successful and Morro Bay was predominantly represented.
- J) Review of Transient Occupancy Tax  
Chair Solu provided the quarterly TOT report.
- K) Tourism Bureau Formation Business Sub-Committee Report  
Member Amini and Member Mendoza will meet to go over insurance issues to ensure there is \$1,000,000 in place by October 20th.
- L) Tourism Bureau Hiring Process Sub-Committee Report  
There were over 100 applications received; interviews for 8 candidates are scheduled for October 18<sup>th</sup>; the interview panels will consist of the TBID Board Members and 3 community members; the City will provide 2 facilitators; application packets will be available for the panel's review by October 15<sup>th</sup> in the a.m.

## VII. NEW BUSINESS

- A) Schedule a Mid-Year Review meeting with all Hoteliers/Stakeholders in November, 2012

Discussion was held regarding the best date and time to hold this review meeting.

MOTION: Member Mendoza moved that the Mid-Year Review/Update meeting with all Hoteliers/Stakeholders be held on Thursday, November 29, 2012 at 10am at the La Serena Inn. The motion was seconded by Member Amini and passed unanimously 4-0.

- B) Discussion of Off-season Occupancy Rates and possible Events or Promotions that might help

Member Amini brought this item forward as there seems to be a lack of events going on in the off season (November/December). He suggested forming a sub-committee to search for/research ideas that might be feasible during that time.

Chair Solu stated that they didn't want to become a physical events board and their strength was in the marketing of events.

Member Mendoza felt that if we found out what local events might be occurring during that time, they could be solicited and offered financial marketing help that way there aren't more events but instead there is better marketing of already existing events.

Member Meyers stated that there was an opportunity to utilize Morro Bay Golf Course as it is widely known as the "poor man's Pebble Beach".

ACTION: Bring this item back to the next regular meeting for further discussion.

- C) Discussion of Release of funds to the Morro Bay Tourism Bureau  
Chair Solu stated that they needed to make an official request of funds from the TBID to the Tourism Bureau so that leases can be paid, bank accounts set up, furniture purchased, etc...

MOTION: Member Mendoza moved to request \$20,000 from the City of Morro Bay to be released to the Morro Bay Tourism Bureau to begin being able to do business as the Morro Bay Tourism Bureau. The motion was seconded by Member Amini and passed unanimously 4-0.

- D) Discussion of Restaurant Month – January 2013  
Discussion was held about bringing back Restaurant Month. It would entail advertising set menus for a fixed price. This could also encompass hotels packaging these restaurant deals. The package could be sent out on an email blast focusing on both tourists and locals.

They requested the Chamber send both the TBID and BCA their database listing of restaurants to include contact information and email addresses.

There was consensus to have each participating restaurant set their price with given guidelines (ie: 3 course meal; for 1 or for 2; and/or...)

MOTION: Member Meyers moved to make January 2013 Restaurant Month and start promoting it as soon as possible. The motion was seconded by Member Amini and passed unanimously 4-0.

- E) Discussion of Retaining Legal Counsel to negotiate Contracts for Morro Bay Visitor Center, Flow of TBID Funds, Regional Marketing Funds, and BCA Contract  
The Budget SubCommittee has been in touch with John Lambeth's office for a quote. The bid came in at \$2500 which would include 4 rounds of revisions and negotiations of the necessary contracts.

MOTION: Member Mendoza moved to retain John Lambeth's services to negotiate the required contracts for \$2,500. The motion was seconded by Member Meyers and passed unanimously 4-0.

- F) Discussion of the 2012/2013 California Welcome Centers/Certified Contract  
Shari Clark with BCA let the group know that we initiated our one year contract last November and it is up on October 31, 2012. It is up to the board if we want to renew it or not. As background, the TBID supplied fulfillments in many CA Welcome Centers as well as 4 International Airports. We have the option to renew the contract for \$2850 or make amendments as deemed appropriate.

Chair Solu suggested doing less airport rack cards and taking the money and making a video to post at some of the Welcome Centers.

There was ongoing discussion about the best Welcome Centers and Airports to keep advertising tools in. Member Amini wasn't in favor of the entire concept as there is no way to measure the success/benefit.

**ACTION:** Bring this back to the next regular meeting after checking into the possibility of going straight video and visitor's guides in the CA Welcome Centers in Pismo, Oxnard, Salinas and San Francisco (as long as they have video); say no to rack cards and only advertise in 2 airports – San Jose and Burbank. In addition, there is the need to check into possible advertising at the SLO and the Santa Maria Airport(s).

VIII. DECLARATION OF FUTURE AGENDA ITEMS

- A) Continued discussion on Mobile Friendly App for MorroBay.org.
- B) Restaurant Month Update
- C) Approval of Legal Counsel Contract(s)
- D) Discussion on Interest in Obtaining an Official Weather / Webcam Channel in Morro Bay for the Website
- E) Finalize Plans for Mid-Year Review Meeting with all Hoteliers/Stakeholders in November 2012
- F) Continued Discussion of 2012/13 California Welcome Centers/Certified Contracts

IX. ADJOURNMENT

The meeting was adjourned at 11:55 a.m.

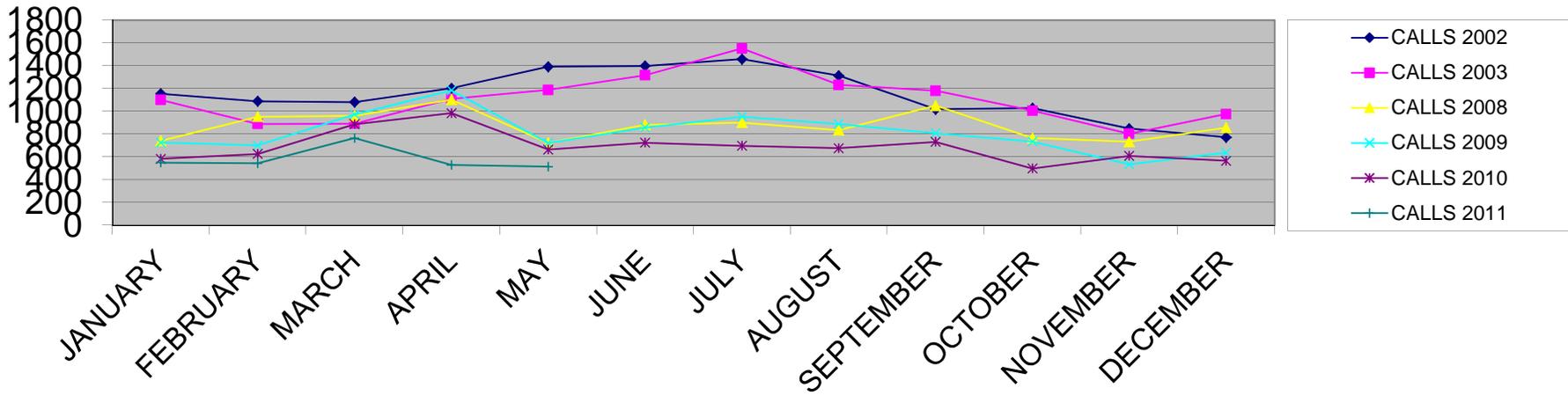
## Oct. 12' Promotions Report

	Oct. 12'	Oct 11'	FYT 2012	FYT AVG p/DAY	2012 FYT FYT 2012
<b>Phone Calls</b>	494	466			
<b>Total Visitors</b>	1561	2,283			
<b>Emails answered with info</b>	2	10			
<b>Total Promotional Mailings</b>	Oct 12'	Oct 11''	FYT 2012	AVG p/DAY	FYT 2012
Tourist Packs	3	1			
Relocation Packs	4	5			
<b>Total</b>	<b>7</b>	<b>6</b>			
<b>Fullfillment</b>	Oct 12'	Oct 11'	FYT 2012	AVG p/DAY	FYT 2012
Ca. Visitors Guide					
Sierra Magazine					
Sunset	364	468			
Travel 50 & Beyond					
National Geographic					
Budget Travel					
International		1			
Misc Email/Phones	7	11			
<b>Total</b>	<b>371</b>	<b>480</b>			
<b>Calls 800# &amp; Source:</b>	Oct 12'	Oct 11'	FYT 2012	AVG p/DAY	FYT 2012
AAA					
Internet					
Sunset					
Fulfilment Lit					
Coastal Living					
L A Times					
Total					
<b>REFERALS</b>	Oct 12'	Oct 11'	FYT 2012	AVG p/DAY	FYT 2012
Lodging	91	139			
Dining	237	262			
Recreation	584	816			
Retail	76	93			
Real Estate	16	38			
Events	159	137			
<b>Total</b>	<b>1163</b>	<b>1485</b>			

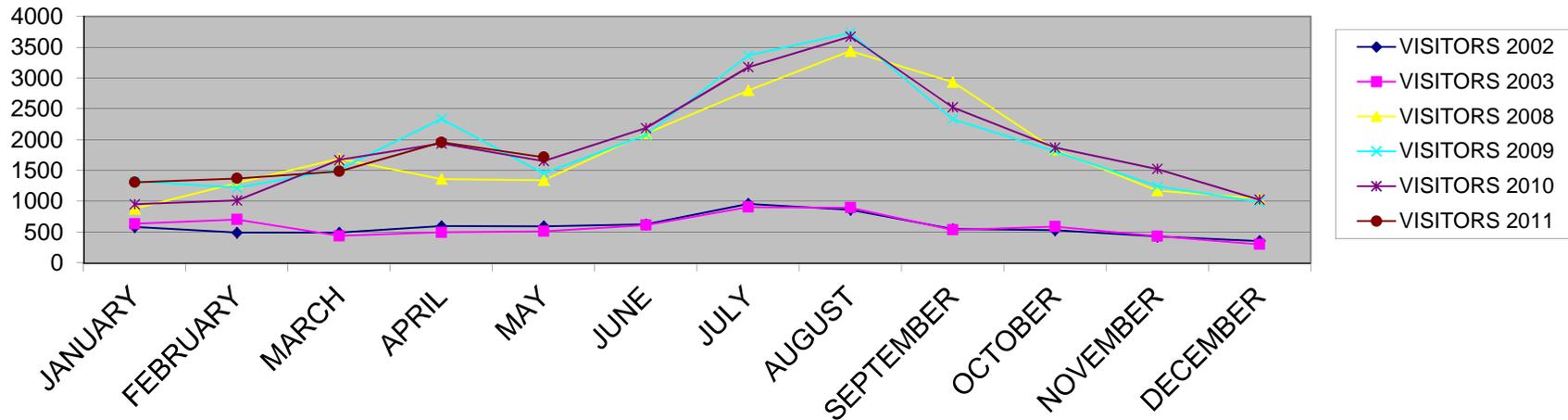
YEAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	YEAR TOTAL
<b>2002 CALLS</b>	1154	1088	1080	1202	1391	1397	1457	1313	1017	1027	848	772	13746
<b>VISITORS</b>	583	492	493	599	596	627	960	863	550	530	430	356	7079
<b>FULFILLMENT</b>	143	521	526	536	1283	979	2353	424	503	1463	798	59	9588
<b>2003 CALLS</b>	1100	888	891	1109	1187	1316	1551	1231	1180	1005	803	976	13237
<b>VISITORS</b>	636	707	441	497	515	615	908	897	539	591	435	304	7085
<b>FULFILLMENT</b>	107	322	525	1295	905	1052	695	34	737	1406	297	45	7420
<b>2008 CALLS</b>	741	952	959	1102	721	881	901	834	1049	764	733	857	10494
<b>VISITORS</b>	882	1299	1693	1363	1343	2097	2800	3441	2937	1837	1175	1044	21911
<b>FULFILLMENT</b>	44	91	455	747	531	676	253	581	871	815	45	641	5750
<b>2009 CALLS</b>	725	700	972	1183	722	857	953	888	808	734	534	636	9712
<b>VISITORS</b>	1329	1221	1520	2340	1453	2078	3367	3735	2336	1814	1244	988	23425
<b>FULFILLMENT</b>	195	869	725	664	463	460	789	141	441	1022	998	264	7031
<b>2010 CALLS</b>	583	625	886	983	664	724	697	676	731	498	608	565	8240
<b>VISITORS</b>	952	1016	1672	1940	1654	2188	3178	3675	2527	1874	1526	1028	23230
<b>FULFILLMENT</b>	1151	1850	1392	1569	2059	1922	1595	1013	954	1261	1058	258	16082
<b>2011 CALLS</b>	549	543	764	529	514	604	566	610	569	466	562	489	6765
<b>VISITORS</b>	1309	1371	1488	1959	1716	2269	3380	3433	2269	2283	1504	1324	24305
<b>FULFILLMENT</b>	472	466	598	673	0	246	863	0	500	480	256	13	4567
<b>2012 CALLS</b>	545	535	798	573	510	535	496	595	561	494			5642
<b>VISITORS</b>	<b>1379</b>	<b>1380</b>	1665	1546	<b>1637</b>	<b>1956</b>	2990	2957	2233	1561			19304
<b>FULFILLMENT</b>	990	33	239	596	368	330	243	45	365	371			3580

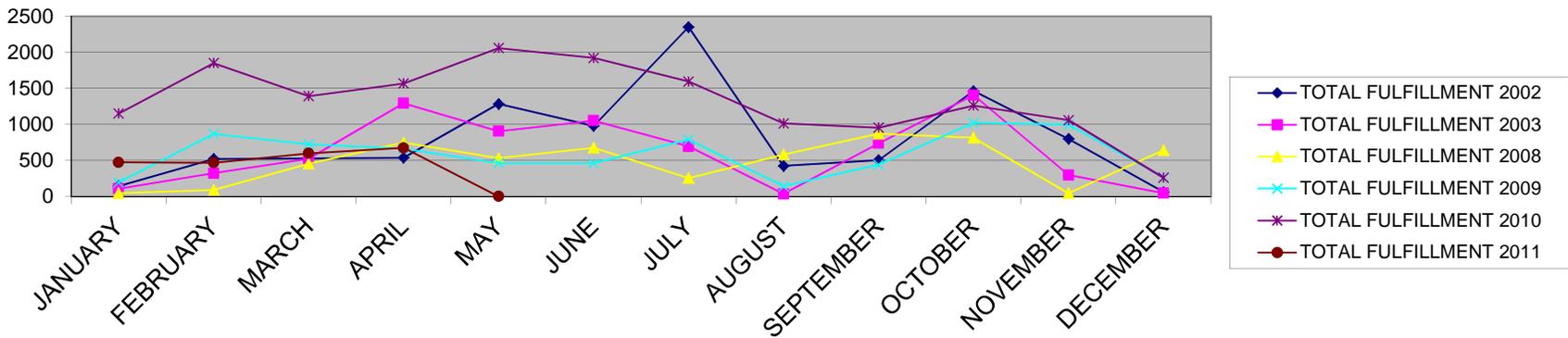
### VISITOR CENTER CALLS



### VISITOR CENTER VISITS



### VISITOR CENTER TOTAL FULFILLMENT



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

	(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)	
						TRAILER PARK TAX	VACATION RENTAL	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	\$226,105.75	\$22,610.58	\$308,512.17	\$78,415.20
AUGUST	\$2,485,039.44	\$248,503.64	74%	906	\$205,709.17	\$20,570.92	\$235,116.29	\$23,511.63	\$292,586.19	\$74,550.76
SEPTEMBER	\$1,934,457.03	\$193,445.28	67%	907	\$158,001.32	\$15,800.13	\$110,709.47	\$11,070.95	\$220,316.36	\$58,033.83
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
	\$7,033,337.85	\$703,332.14			\$608,894.38	\$60,889.44	\$571,931.51	\$57,193.15	\$821,414.72	\$210,999.80

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**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