

**CITY OF MORRO BAY  
TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD  
MEETING AGENDA  
THURSDAY, JANUARY 10, 2013 @ 9:00 A.M.  
VETERANS' MEMORIAL BUILDING  
209 Surf Street, Morro Bay**

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** –Minutes for the December 13, 2012 regular meeting
- V. **UNFINISHED BUSINESS** – None
- VI. **MONTHLY REPORTS**
  - A) Marketing Report – Shari Clark
  - B) Tourism Bureau Executive Directors Report – Karin Moss
  - C) Review of Transient Occupancy Tax/Sales Tax Report
- VII. **NEW BUSINESS**
  - A) Harbor Festival Final Report
  - B) Oyster Festival Report
  - C) Review of By-laws
- 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, DECEMBER 13, 2012

MEMBERS PRESENT: ALEX AMINI, NICK MENDOZA, JOHN MEYERS, JAYNE BEHMAN, MICHELE JACQUEZ

MEMBERS ABSENT: JOAN SOLU, KAREN BIAGGINI

STAFF PRESENT: ROBERT SCHULTZ, CITY ATTORNEY

OTHERS PRESENT: KARIN MOSS, DIRECTOR OF TOURISM  
SHARI CLARK, BCA  
HANK ROTH, CHAMBER OF COMMERCE

### I. CALL TO ORDER

The meeting was called to order at 9:04 a.m. by Vice Chair Jacquez.

### II. PUBLIC COMMENT PERIOD - None

### III. BOARD ANNOUNCEMENTS

Vice Chair Jacques introduced new Director of Tourism, Karin Moss

Board member Mendoza announced Bird Festival on January 18-21, 2013.

Board member Behman wished everyone a happy holiday

### IV. APPROVAL OF MINUTES

MOTION: Member Meyers motioned for approval of minutes from the November 8, 2012 meeting. The motion was seconded by Member Mendoza and passed unanimously 5-0.

### V. UNFINISHED BUSINESS

#### A. Restaurant Month Update

Shari gave an update on Restaurant month Specials and Deals for January 2013. They sent out an email blast to restaurants to see who is interested in participating in this event which will be publicized on [www.morrobay.org](http://www.morrobay.org) website and KSBY.

#### B. Continued Discussion of 2012/13 California Welcome Centers/Certified Contracts

There was continued discussion on placement of printed medium and/or video in California Welcome Centers. Recommendations on where to place the printed material was made by Shari which includes eight Welcome Centers, adding

Mammoth Lakes and Yosemite (Merced) to last year's distribution list, as well as three international airports.

Discussion regarding the choice of Mammoth Lakes over Palm Springs resulted in board consensus on the preference of Palm Springs. The Board also asked Shari to investigate placing materials in San Diego instead of Oceanside.

MOTION: Member Behman motioned for approval of the contract to place printed materials in eight Welcome Centers and three international airports, exchanging Palm Springs for Mammoth Lakes and looking into San Diego instead of Oceanside. The motion was seconded by Member Meyers and passed unanimously 5-0.

C. Discussion of Request for City to Post Directional Visitor Center Notices on Signs

Member Behman gave a report on signage and asked Director of Tourism to review and provide recommendations. There was discussion about putting the Visitor Center on the Hwy. 1 billboard. Staff will look at the terms of billboard agreement.

VI. MONTHLY REPORTS

A. Visitors Center Report

Hank Roth provided an update on activity at the Visitor's Center. The Chamber will be moving to their new location at 695 Harbor Street on January 7, 2013.

Karin Moss gave update on new Visitor Center which will open January 2, 2013.

B. BCA Advertising Agency Report

Shari Clark, BCA representative, provided an update on the marketing and advertising report.

C. Trade Show Sub-Committee – did not meet

D. Web Site Sub-Committee - did not meet

E. Hotel Packaging Sub-Committee Report – did not meet and probably not meet any more because Director of Tourism will be handling this item.

F. Creative Sub-Committee Report – did not meet

G. Public Relations Sub-Committee – did not meet

H. Budget Sub-Committee Report

Discussion by Schultz regarding contracts that will approved by City and funding to Tourism Bureau.

I. VCB/CBID Reports

Member Meyers presented highlights from the County TOT report for last year.

J. Review of Transient Occupancy Tax

Member Jacquez provided the quarterly TOT report.

K. Tourism Bureau Formation Business Sub-Committee Report

No report given.

VII. NEW BUSINESS

- A. Central Coast Writers Conference Final Report  
Judy Salamacha reported on the success of conference and the use of the \$600 donation from TBID
- B. Release of funds for the Morro Bay Tourism Bureau for January  
Schultz suggested that Director of Tourism and City Staff meet to discuss how to accomplish to this task and release of funds.

VIII. DECLARATION OF FUTURE AGENDA ITEMS

- A. Review of By-laws
- B. 2013 meeting dates

IX. ADJOURNMENT

The meeting was adjourned at 10:45 am

**CITY OF MORRO BAY  
TRANSIENT OCCUPANCY SUMMARY  
FISCAL YEAR 2012/13**

	(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	\$302,433.11	\$30,243.31	\$316,144.91	\$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	\$118,414.50	\$11,841.45	\$221,086.87	\$58,033.83
OCTOBER	\$1,548,378.26	\$154,837.46	53%	916	\$133,040.59	\$13,304.06	\$99,546.77	\$9,954.68	\$178,096.19	\$46,451.08
NOVEMBER	\$1,087,118.33	\$108,711.80	44%	905	\$102,126.20	\$10,212.62	\$97,205.03	\$9,720.50	\$128,644.93	\$32,613.58
DECEMBER	\$860.00	\$86.00	0%	916	\$0.00	\$0.00	\$12,847.00	\$1,284.70	\$1,370.70	\$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
	\$9,669,694.44	\$966,967.39			\$844,061.17	\$84,406.12	\$865,562.70	\$86,556.27	\$1,137,929.78	\$290,064.45

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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 recd
	\$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