

**CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD (TBID)
MINUTES – THURSDAY, OCTOBER 20, 2011**

MEMBERS PRESENT: KAREN BIAGGINI, JOAN SOLU, NICK MENDOZA,
MICHELE JACQUEZ, JAYNE BEHMAN, JOHN MEYERS

MEMBERS ABSENT: NONE

STAFF PRESENT: ROB SCHULTZ, CITY ATTORNEY

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

I. CALL TO ORDER

Chair Solu called the meeting to order at 10:40 a.m.

II. PUBLIC COMMENT PERIOD - There was no public comment.

III. BOARD ANNOUNCEMENTS

Chair Solu announced Morro Bay High School football game on Friday, October 21 at 7:30 p.m.

Member Behman announced the Chamber Mixer will be held at the Bay Front Inn on October 20, 2011 at 5:30 p.m.

Chair Solu announced the luminaria display scheduled to coincide with the Lighted Boat Parade weekend.

IV. APPROVAL OF MINUTES

MOTION: Member Jacquez moved the Committee approve the minutes of the September 15, 2011 meeting. The motion was seconded by Member Mendoza and carried unanimously. (6-0)

V. MONTHLY REPORTS

A) Trade Show Sub-Committee Report

The Trade Show Sub-Committee displayed surfboards used at the Savor the Central Coast event and provided a report on the various events held in Morro Bay.

B) Web-Site Sub-Committee Report

The Web-Site Committee met with Community Promotions Committee, the Chamber and Barnett Cox & Associates (BCA) to discuss the mechanics and operation of the new website. This item will be brought back at the November meeting to present more information and discuss funding.

- C) Hotel Packaging Sub-Committee Report
The Hotel Packaging Sub-Committee presented an updated report that described various hotel packages and tours.

MOTION: Member Biaggini moved to adopt the tentative ideas described in the report for hotel packaging, in particular the Fall Blast discount, Wine Wrangler Adventure Tour and a promotion involving January restaurant month, with the understanding that more details will be forthcoming. The motion was seconded by Member Mendoza and carried unanimously. (6-0)

- D) Creative Review Sub-Committee Report
The Creative Review Sub-Committee did not meet but continued work on incorporating the “Destination” buzzword into ads. No action was taken on this item.

- E) Public Relations Sub-Committee Report – None

- F) Visitors and Conference Bureau Report/County Business Improvement District Report
Member Jacquez provided a brief summary on the Savor event. It was noted the event had a \$2.93 million impact on the County with 8,800 attendees. 50% of the attendees were from out of the area.

VI. UNFINISHED BUSINESS

- A) Review of Funding Requests
1. Oyster Festival – Event coordinators are working with sponsors to finalize plans for their event. This item will be continued to the November meeting in order to provide more detailed information.
 2. Morro Bay Triathlon – Representatives from All-Out Events gave a brief summary of last year’s event and presented plans for 2012 event, tentatively scheduled for August 5, 2012. TBID members encouraged them to consider other dates as this coincides with Mid-State Fair and an already busy hotel season. They will investigate other potential dates and return to the Board with more information.

VII. NEW BUSINESS

- A) Discussion of a California Welcome Center in Morro Bay
Chair Solu spoke with a member of the California Travel & Tourism Commission regarding the possibility of Morro Bay being chosen as a California Welcome Center location. Response was favorable but further investigation is needed.

MOTION: Member Jacquez moved to form a sub-committee to investigate the application process for having a California Welcome Center in Morro Bay. The sub-committee would include Members

Mendoza, Behman and Meyers. The motion was seconded by Member Biaggini and carried unanimously. (6-0)

B) Discussion on a Year Long Plan for Packaging – This was discussed under Sub-Committee Reports.

C) Report on the Status of TBID By-Laws that went to the City Council
Rob Schultz discussed TBID By-Laws recently approved by Council, specifically regarding how the TBID chairperson is selected. Discussion included the desire for the By-Laws to include a requirement that the TBID chairperson be a hotelier.

MOTION: Member Biaggini moved the By-Laws be re-submitted to Council with the added requirement that the TBID Chairperson be a hotelier. The motion was seconded by Member Jacquez and carried with Meyers voting no. (5-1)

D) Discussion of a Director of Tourism Position
Rob Schultz stated there had been discussion regarding the possibility of adding a Director of Tourism or Event Coordinator position. The Board discussed setting a sub-committee to further investigate the roles and responsibilities of that position. Rob Schultz suggested that a workshop format allows the entire board to be involved in the process, along with members of the community.

MOTION: Member Jacquez moved that TBID host a series of workshops to discuss the proposed Director of Tourism position. The motion was seconded by Member Mendoza and carried unanimously. (6-0)

E) Discussion of Incorporating “Destination Morro Bay” into the Destination Marketing Creative Work
The creative sub-committee presented artwork and ads that include “Destination” as a buzzword. The artwork was met with a favorable response. No action was taken on this item.

F) Assignment of Sub-Committee Participants

- Website – Member Biaggini was added to the sub-committee
- Packaging – Member Jacquez was added to the sub-committee
- California Welcome Center – Members Mendoza, Behman and Meyers form this sub-committee

IX. DECLARATION OF FUTURE AGENDA ITEMS

1. Website direction and funding
2. Highway 101 billboard funding
3. Funding request form and policy

X. ADJOURNMENT

The meeting adjourned at 12:45 p.m.