

CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD
MEETING AGENDA
THURSDAY, April 11, 2013 @ 9:00 A.M.
VETERANS' MEMORIAL BUILDING
209 Surf Street, Morro Bay

- I. CALL TO ORDER**
- II. PUBLIC COMMENT PERIOD**
- III. BOARD ANNOUNCEMENTS**
- IV. APPROVAL OF MINUTES –Minutes for January 10, 2013 regular meeting**
- V. UNFINISHED BUSINESS – None**
- VI. MONTHLY REPORTS**
 - A) Quarterly Marketing Report – Shari Clark
 - B) Quarterly Review of Transient Occupancy Tax/Sales Tax Report - John Meyers
 - C) Review of budget
 - D) Executive Director's Report – Karin Moss
- VII. NEW BUSINESS**
 - A) Adoption of the Morro Bay Tourism's recommendations for Chair/Vice Chair
- 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, JANUARY 10, 2013

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

JOHN MEYERS is being teleconferenced from 1394 San Mateo Drive, Palm Springs, CA 92264 (760) 832-6217

MEMBERS ABSENT: NONE

STAFF PRESENT: ROBERT SCHULTZ, CITY ATTORNEY

OTHERS PRESENT: KARIN MOSS, DIRECTOR OF TOURISM
SHARI CLARK, BCA

I. CALL TO ORDER

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

II. PUBLIC COMMENT PERIOD - None

III. BOARD ANNOUNCEMENTS

Chair Solu announced 2 upcoming events – the Morro Bay Winter Bird Festival and the Big Bad and Ugly Surf Contest.

Chair Solu wanted to recognize the passing of Paul Ray owner of Pleasant Inn and sends the Board's condolences.

IV. APPROVAL OF MINUTES

MOTION: Member Behman motioned for approval of minutes from the December 13, 2012 meeting. The motion was seconded by Member Jacquez and passed unanimously 6-0.

V. UNFINISHED BUSINESS - NONE

VI. MONTHLY REPORTS

A. Marketing Report

BCA Representative Shari Clark presented the Marketing Report.

B. Tourism Bureau Executive Report

Karin Moss presented the Tourism Bureau Executive Report. She first thanked the Chamber and staff for their warm reception and help during this transition. Of note: Grand Opening for the Visitor's Center will be February 7th; Visitor's Center was opened on schedule, January 2, 2013 and are open 7 days a week from

9-5, Monday – Saturday and 10-4 on Sunday; are averaging 20-30 visitors a day; are continuing to add signage; worked with BCA and the VCB on Restaurant Month; and, are currently working on event grants. The new Visitor’s Center phone number is 225-1633/1634/1635.

C. Review of Transient Occupancy Tax/Sales Tax Report

Member Meyers presented the Transient Occupancy Tax report and Sales Tax Report. TOT is up however we are losing “a piece of the pie” as it relates to overall SLO County totals. This is strictly based on TOT numbers only. If the sales tax numbers are correct, then there is a concern that revenues for sales tax, with the exception of tourism and gasoline, are going down. It would be important to coordinate with Economic Development in order to try to see what types of opportunities we may be missing that would encourage tourists to spend more of their money here. It was suggested that Member Meyers work with Executive Director Karin Moss to prepare an action plan to address these issues.

MOTION: Member Jacquez moved to accept the Transient Occupancy Tax/Sales Tax Report. The motion was seconded by Member Biaggini and carried unanimously 7-0.

VII. NEW BUSINESS

A. Harbor Festival Final Report

This item was not heard at this meeting but will be heard at the Tourism Bureau meeting instead.

B. Oyster Festival Report

This item was not heard at this meeting but will be heard at the Tourism Bureau meeting instead.

C. Review of Bylaws

The red-lined corrected version had been provided by City Attorney Rob Schultz for the Board’s review and approval.

MOTION: Member Jacquez moved for approval of the amended bylaws with the amendments made at this meeting. The motion was seconded by Member Amini and approved 6-0-1 with Member Meyers abstaining.

VIII. DECLARATION OF FUTURE AGENDA ITEMS

Member Behman requested an item for announcement of the requests and approved funding of special events.

Amount of funding to be requested for the TBID from the City’s General Fund.

IX. ADJOURNMENT

The meeting was adjourned at 10:16am.

**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	\$2,617,369.38	\$261,736.01	75%	916	\$245,183.89	\$24,518.39	\$313,233.11	\$31,323.31	\$317,577.71	\$78,521.04
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	\$98,083.14	\$9,808.31	\$128,732.74	\$32,613.58
DECEMBER	\$942,256.87	\$94,224.93	37%	905	\$80,804.09	\$8,080.41	\$112,678.39	\$11,267.84	\$113,573.18	\$28,267.23
JANUARY	\$847,380.31	\$84,738.02	38%	915	\$84,815.92	\$8,481.59	\$45,470.66	\$4,547.07	\$97,766.68	\$25,422.45
FEBRUARY	\$900,436.04	\$90,042.69	39%	916	\$63,970.90	\$6,397.09	\$52,972.39	\$5,297.10	\$101,736.88	\$27,012.88
MARCH	\$30,250.90	\$3,025.09	0%	916	\$0.00	\$0.00	\$30,250.90	\$0.00	\$3,025.09	\$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
	\$12,392,686.56	\$1,239,264.93	36%		\$1,073,652.08	\$107,365.21	\$1,105,766.15	\$107,551.39	\$1,454,181.52	\$370,872.85

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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