

**CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD
MEETING AGENDA**

**Thursday, July 11, 2013 @ 9:00a.m.
Veteran's Memorial Building, 209 Surf Street**

Board Member John Meyers will be teleconferencing from the Hyatt Pinon Point, 1 North Highway 89-A, Sedona, Arizona (818) 371-6096

- I. CALL TO ORDER**
- II. PUBLIC COMMENT PERIOD** – Members of the audience wishing to address the Board on MB TBID business matters not on the agenda may do so at this time. For those desiring to speak on items on the agenda, but unable to stay for the item, may also address the Board at this time.
- III. BOARD ANNOUNCEMENTS**
- IV. APPROVAL OF MINUTES**
Approval of the minutes for the April 11, 2013 Morro Bay Tourism Business Improvement District Advisory Board Meeting
- V. UNFINISHED BUSINESS** – None
- VI. MONTHLY REPORTS**
Executive Director's Report – Karin Moss
- VII. NEW BUSINESS**
Adoption of 2013/2014 Tourism Bureau Budget
- 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 ACVISORY BOARD

MINUTES - THURSDAY, APRIL 11, 2013

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

MEMBERS ABSENT: JOHN MEYERS

STAFF PRESENT: ROBERT SCHULTZ, CITY ATTORNEY

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

I. CALL TO ORDER

Joan Solu called the meeting to order at 9:07 a.m.

II. PUBLIC COMMENT PERIOD

Shawn Farmer thanked the Board, as well as other local businesses and individuals for their contributions to the Kite Festival which will be held on April 26-27.

III. BOARD ANNOUNCEMENTS

Joan Solu – Mentioned several upcoming events including the Emergency Vehicle Car Show, Kite Festival, Cruisin' Morro Bay Car Show, 4th of July, and the first home meet for Morro Bay High School swim team.

Michele Jacquez – Thanked Joan Solu for her hard work and dedication to the City of Morro Bay as Chair of the Tourism Business Improvement District Advisory Board.

Joan Solu – Thanked Rob Schultz and Andrea Lueker for their support of TBID and the Tourism Bureau, and shared that over the past four years the TBID has released over \$100,000 to fund local events.

IV. APPROVAL OF MINUTES

MOTION: Member Jacquez motioned for approval of minutes from the January 10, 2013 meeting. The motion was seconded by Member Mendoza and passed unanimously 6-0.

V. UNFINISHED BUSINESS - None

VI. QUARTERLY REPORTS

A) Quarterly Marketing Report

BCA Representative Shari Clark presented the Marketing Report:

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Presented current ads from 805 Living, L.A. Times, Fresno Bee, Bakersfield News, Google display ad, Sunset magazine campaign, sponsorship of Sunset Travel E-Newsletter, TripAdvisor, SLO VCB, KSBY, and the Desert Sun and Bay Area news.

Also presented Google analytics.

B) Quarterly Review of Transient Occupancy Tax/Sales Tax Report

Chair Solu presented Transient Occupancy Tax Reports. The Sales Tax Reports were not available as Member Meyers was absent.

C) Quarterly Review of Budget

Chair Solu reviewed the Budget with Administrative Services Director, Susan Slayton, and noted that TBID is on track and within Budget for FY 2012-13. The FY 2013-14 Budget will be discussed at the July quarterly meeting.

D) Executive Director's Report

Karin Moss presented the Executive Director's Report including:

1. Grand Opening of the Visitor Center in January was well attended. The Visitor Center is open daily from 9 am – 5 pm. Summer hours will stay open later to meet special event and visitor needs.
2. The Visitor Center is averaging about 20 visitors per day, with nearly 1800 visitors since the Grand Opening.
3. The Tourism Bureau Administration office opened in February at 850 Shasta Street.
4. Thanks to the staff at the Visitor Center, Ed, Bill and Sharon.
5. Working with the City on signage and is putting together a request and budget to the City.
6. Karin is now a board member of SLO Visitors and Convention Bureau.
7. Met with local Mayors at recent Mayor's Meeting
8. A pet friendly "Fam" Tour is scheduled for later this month.
9. A "Fitcation" Event is planned for October.
10. Working with the Chamber on a workshop to help non-profit and community groups plan successful events.
11. Working on Sunset Magazine Savor event.
12. Developing goals for 2013-14 marketing plans.

VII. NEW BUSINESS

Morro Bay Tourism Bureau has recommended Michele Jacquez as the new Chair and John Meyers as the Vice Chair.

MOTION: Chair Solu motioned that Michele Jacquez be named Chair and John Meyers Vice Chair. The motion was seconded by Member Biaggini and passed unanimously 6-0.

VIII. DECLARATION OF FUTURE AGENDA ITEMS

A) Adoption of Tourism Bureau Marketing Plan

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- B) Adoption of City Budget
- C) Contract review to include Jack Rabbit and Certified Folder

IX. ADJOURNMENT
Meeting was adjourned at 9:57 a.m.

Tourism Bureau Budget 2014

		Fiscal 2014 Budget
<u>Revenue</u>		
Assessment Funds		\$ 550,000
General Funds -	Regional Marketing	116,850
	Visitor Center	100,000
Total Revenue		\$ 766,850
<u>Expense</u>		
Visitor Center		
Wages		\$ 68,000
Payroll Tax		6,000
Benefits		6,600
Workman's Comp		6,500
Rent & Utilities		15,000
Insurance		2,000
Office		10,500
Total Visitor Center Expense		\$ 114,600
Tourism Bureau		
Wages		\$ 90,000
Payroll Tax		8,000
Benefits		6,600
Workman's Comp		8,900
Rent & Utilities		3,000
Insurance		1,800
Office		5,200
Travel & Entertainment		6,000
Total Tourism Bureau Expense		\$ 129,500
Destination Marketing		
Advertising & Promotion		
Advertising & Promotion		\$ 187,500
Planning, Artwork, Production		14,000
Public Relations		4,000
WebSite		24,000
Billboard		2,000
Collateral		12,000
Total Advertising & Promotion		\$ 243,500
Other Expense		
Trade Shows/Savor		\$ 38,000
VCB Membership		39,000
County Co-Op Marketing		30,000
Fulfillment		6,000
Jackrabbit		14,400
CTTC		300

AGP		5,000
Contingency		29,700
Total Other Expense	\$	162,400
Total Destination Marketing Expense	\$	405,900
Regional Marketing		
Advertising & Promotion		
Advertising & Promotion	\$	58,850
Planning, Artwork, Production		3,000
Public Relations		3,000
WebSite		3,000
Billboard		1,000
Collateral		2,000
Total Advertising & Promotion	\$	70,850
Other Expense		
VCB		5,000
Community Events		40,000
AGP		1,000
Total Other Expense	\$	46,000
Total Regional Marketing Expense	\$	116,850
Total Expense	\$	766,850
Net Increase/(Decrease) in Cash	\$	-

Approved ~~By~~ June 13

ADDITIONAL BUDGET DOCUMENT

Proposed Tourism Budget - 2014

<u>Revenue</u>	Fiscal 2014 <u>Budget</u>
Assessment Funds	\$ 615,000
General Funds - Regional Marketing Visitor Center	116,500 100,000
Total Revenue	\$ 831,500

<u>Expense</u>	
Visitor Center	
Salary	45,000
Staff	22,000
Executive Director	3,750
Admin Assistant	6,750
Office Manager	
Total Salary	\$ 77,500
Payroll Tax	7,500
Benefits	1,800
Workman's Comp	8,000
Rent & Utilities	17,400
Insurance	750
Office	1,000
Total Visitor Center Expense	\$ 113,950

Tourism Bureau	
Salary	50,000
Office Manager	15,750
Admin Assistant	8,750
Total Salary	\$ 74,500
Payroll Tax	7,000
Benefits	4,200
Workman's Comp	7,500

Rent & Utilities	18,000
Insurance	1,800
Office	5,200
Travel & Auto	6,000
Total Tourism Bureau Expense	\$ 124,200

Marketing and Promotion	Regional Marketing	Destination Marketing
Advertising & Promotion (Media Spend)	\$ 333,650)	\$ 269,800)
Planning, Artwork, Production))
Market Research and Planning	10,000	10,000
Billboard	3,000	
Collateral	2,000	10,000
Public Relations		20,000
Social Media		10,000
Trade Shows/Savor		38,000
VCB Membership	5,000	39,000
County Co-Op Marketing		20,000
Community Events	40,000	
Shop Local Program	?	
Website	2,000	4,000
Fulfillment		6,000
Jackrabbit		14,400
CTTC		300
AGP	1,000	5,000
Total Marketing and Promotion Expense	\$ 563,350	\$ 446,500

Allocation to Operating Reserve \$ 30,000

Total Expense \$ 831,500

Net Increase/(Decrease) in Cash \$ -