

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:

Tourism Business Improvement District Advisory Board
Meeting Minutes
April 11, 2013

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

Tourism Business Improvement District Advisory Board
Meeting Minutes
April 11, 2013

- 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.