

MORRO BAY TOURISM BUSINESS IMPROVEMENT DISTRICT

MEETING AGENDA

Thursday, October 10, 2013 @ 9:00 A.M.

Vets Hall – 209 Surf Street

Morro Bay, CA 93442

- 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 – July 11, 2013**
- V. QUARTERLY TOT REPORT**
(John Meyers)
- VI. FINANCIAL REPORT**
- VII. DECLARATION OF FUTURE AGENDA ITEMS**
- VIII. ADJOURNMENT**

MISSION STATEMENT

THE PURPOSE OF THE MORRO BAY TOURISM BUREAU IS TO PROMOTE AND INCREASE TOURISM IN THE CITY OF MORRO BAY BY IMPROVING AND STRENGTHENING THE CONDITION OF THE TOURISM BUSINESS ENVIRONMENT. THE OBJECTIVE SHALL BE ACCOMPLISHED THROUGH THE DEVELOPMENT AND OPERATION OF A TOURISM IMPROVEMENT DISTRICT AND OTHER MARKETING, BRANDING AND PROMOTIONAL PROGRAMS AND INITIATIVES.

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.

CITY OF MORRO BAY

TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD

MINUTES - THURSDAY, JULY 11, 2013 @ 9:00AM

MORRO BAY VETERAN'S HALL
209 SURF STREET, MORRO BAY, CA

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

JOHN MEYERS TELECONFERENCED IN FROM HYATT
PINON POINT, 1 NORTH HIGHWAY 89-A, SEDONA,
ARIZONA (818) 371-6096

STAFF PRESENT: ROBERT SCHULTZ, CITY ATTORNEY
JAMIE BOUCHER, CITY CLERK

OTHERS PRESENT: KARIN MOSS, DIRECTOR OF TOURISM

I. CALL TO ORDER

Michele Jacquez called the meeting to order at 9:07 a.m.

II. PUBLIC COMMENT PERIOD

John Solu thanked the TBID for all their hard work the last few months; he welcomed John Sorgenfrei; he let the TBID know he called BCA and thanked them for their service; he felt that BCA followed the marketing plan to a "T" but that in the last 5-6 months, they received no direction from City staff members; he finished by saying that we have millions of dollars in assets in this town and hopefully we will see the same growth we have been seeing – he is concerned that July's books are showing availabilities and that weren't there in past years and he hopes we didn't change directions too drastically.

III. BOARD ANNOUNCEMENTS

Jayne Behman – Leonora the Duck is back in her pond; she thanked Neil Farrell for his work in this.

Joan Solu – Announced the Recreation & Parks Dept is still taking signups for the Fall Soccer season; if you qualify for free or reduced meals through SLCUSD, you qualify for grants through the MB Community Foundation allowing up to 40% of the fees for youth participation in City sponsored programs.

Nick Mendoza – Restaurants came off a record breaking week and hopes we can continue with that momentum.

Michele Jacques – Thanked BCA for all their hard work on the TBID's behalf.

IV. APPROVAL OF MINUTES

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

MOTION: Member Amini motioned for approval of minutes from the April 11, 2013 TBID meeting. The motion was seconded by Member Mendoza and passed by a roll call vote, 7-0.

V. UNFINISHED BUSINESS - None

VI. QUARTERLY REPORTS

A) Executive Director's Report

Karin Moss presented the Executive Director's Report including:

1. The Stakeholder's meeting was held which provided a wrap up of activities and accomplishments of the past year as well as discussed future direction.
2. Participated in the Event Forum with the Chamber sharing best practices and event marketing tips.
3. Assisted the efforts of the 50th Anniversary Committee with developing concepts and partnerships – currently seeking an alliance with California State Parks 150th Anniversary activities.
4. Had a MBTB booth at the July 4th festivities, discovered that over a 1/3rd of those in attendance were from out of the County and were spending the night.
5. Had a booth space in the Bay Area at the Sunset Magazines annual event in Menlo Park – Sunset Celebration. Added 835 names to the database.
6. Had a very positive response from a 25 member Pet Friendly Fam Tour; this is a big national trend and one we are taking advantage of.
7. Held an initial meeting with journalists from the Bay Area Travel Writers to develop a Fall FAM trip that will take place during the Oyster Festival.
8. A FAM trip in conjunction with VCB – FITCation – 40 women bloggers experiencing outdoor activities.
9. Visitors Center Report – the VC is open 7 days a week from 9-5pm and will stay open later when necessary to meet special event and visitor needs; have doubled the daily visitor count; most requests are for recreation, activities and dining.

VII. NEW BUSINESS

A) Adoption of 2013/14 Tourism Bureau Budget

MOTION: Member Solu motioned adoption of the 2013/14 Tourism Bureau Budget. The motion was seconded by Member Biaggini and passed with a roll call vote, 7-0.

VIII. DECLARATION OF FUTURE AGENDA ITEMS

- A) Present a detailed quarterly TOT report during the TBID Meeting – Member Biaggini
- B) Present a detailed quarterly Profit and Loss Statement during the TBID Meeting – Member Solu

IX. ADJOURNMENT

Meeting was adjourned at 9:27 a.m.

**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	\$2,840,573.16	\$284,057.31	80%	907	\$260,415.38	\$26,041.54	\$362,165.94	\$36,216.63	\$346,315.48	\$85,216.85
AUGUST	\$2,768,332.90	\$276,833.28	76%	906	\$219,781.10	\$21,978.11	\$257,688.58	\$25,768.86	\$324,580.25	\$83,049.97
SEPTEMBER	\$295.45	\$29.55	0%	916	\$0.00	\$0.00	\$0.00	\$0.00	\$29.55	\$0.00
OCTOBER	\$0.00	\$0.00	0%	916	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
NOVEMBER	\$0.00	\$0.00	0%	905	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
DECEMBER	\$0.00	\$0.00	0%	905	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
JANUARY	\$0.00	\$0.00	0%	905	\$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%	917	\$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
	\$5,609,201.51	\$560,920.13	13%		\$480,196.48	\$48,019.65	\$619,854.52	\$61,985.49	\$670,925.27	\$168,266.82

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

	(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)	
						TRAILER PARK	VACATION	VACATION	(B+E+G)	
	MOTEL RECEIPTS	MOTEL TAX COLLECTED	OCC RATE	MOTEL #RMS	TRAILER PARK RECEIPTS	TAX COLLECTED	RENTAL RECEIPTS	RENTAL TAX COLLECTED	TOTAL TAX COLLECTED	MBTBID
JULY	\$2,617,369.38	\$261,736.01	75%	916	\$245,183.89	\$24,518.39	\$314,023.11	\$31,402.31	\$317,656.71	\$78,521.04
AUGUST	\$2,485,039.44	\$248,503.64	74%	906	\$205,709.17	\$20,570.92	\$242,036.29	\$24,203.63	\$293,278.19	\$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	\$916,964.44	\$91,695.53	40%	916	\$79,328.23	\$7,932.82	\$52,972.39	\$5,297.10	\$104,925.46	\$27,508.73
MARCH	\$1,324,654.92	\$132,465.49	52%	916	\$119,829.38	\$11,982.94	\$108,641.61	\$10,864.16	\$155,312.59	\$39,741.56
APRIL	\$1,397,640.26	\$139,763.61	53%	917	\$116,131.03	\$11,613.10	\$100,190.95	\$10,019.10	\$161,395.80	\$41,929.15
MAY	\$1,738,190.29	\$173,819.04	57%	906	\$146,522.43	\$14,652.24	\$162,064.18	\$16,186.62	\$204,657.90	\$52,146.00
JUNE	\$2,052,402.36	\$205,240.24	67%	917	\$223,051.60	\$22,305.16	\$253,279.91	\$25,327.99	\$252,873.39	\$61,572.07
	\$18,891,851.89	\$1,889,181.05	55%		\$1,694,543.85	\$169,454.39	\$1,707,401.90	\$170,720.25	\$2,229,355.68	\$566,757.48