

**MORRO BAY TOURISM BUSINESS IMPROVEMENT DISTRICT  
SPECIAL MEETING NOTICE AND AGENDA**

Monday, May 11, 2015 @ 9:00 A.M.

Morro Bay Tourism Bureau, 850 Shasta Avenue | Morro Bay, CA 93442

- I. CALL TO ORDER
- II. PUBLIC COMMENT PERIOD  
Members of the audience wishing to address the Board on MB Tourism Bureau 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. CONSENT AGENDA ITEMS
  - a. Approval of Minutes  
March 2015 TBID Meeting & March 2015 Annual Stakeholder Meeting
  - b. Adoption of Bylaw Change  
Recommendation: To update the Bylaws to reflect that five ex-officio Directors shall be representatives of the lodging businesses paying the district assessment. Two ex-officio at-large Directors shall be residents and registered voters of Morro Bay. The remaining non-exofficio Directors shall be representatives of lodging, restaurants, retail, or recreation businesses in the City of Morro Bay.
  - c. Morro Bay Tourism Business Improvement District Annual Ordinance  
Recommendation: The City of Morro Bay Tourism Business Improvement District Advisory Board recommends that the City Council Approve a 3% assessment to be levied on Hotels/Motels and Bed and Breakfast lodging establishments within the city limits of Morro Bay
  - d. Contracts with the Morro Bay Tourism Bureau and the City of Morro Bay  
Recommendation: The City of Morro Bay Tourism Business Improvement District Advisory Board recommends that the City Council Approve a continued relationship, contracts and funding between the City of Morro Bay and the Morro Bay Tourism Bureau for operation of the Morro Bay Visitor Center, Event Grants and the Morro Bay Tourism Marketing and Public Relations programs and projects.
  - e. Accept the Morro Bay Tourism Bureau Annual Stakeholder Report for file and delivery  
Recommendation: The City of Morro Bay Tourism Business Improvement District Advisory Board recommends that the City of Morro Bay accept for file the Morro Bay Tourism Business Improvement District/Morro Bay Tourism Bureau Joint Annual Stakeholder Report.
- IV. DECLARATION OF FUTURE AGENDA ITEMS
- V. BOARD ANNOUNCEMENTS

## VI. 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.