

**MORRO BAY TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING AGENDA**

Thursday, August 13, 2015 @ 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 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. APPROVAL OF MAY 11, 2015 MINUTES
- IV. TRANSIENT OCCUPANCY TAX (TOT) QUARTERLY REPORT
- V. 2015-16 RELEASE OF CARRY OVER FUNDS FOR THE MBTB BUDGET
- VI. BOARD ELECTIONS
Election of Chair & Vice Chair
- VII. TBID BYLAW CHANGE RECOMMENDATION PROCESS
Review & Amend Motion as Necessary from the May 11, 2015 Meeting
Motion: 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.
- VIII. BOARD OUTREACH TASKFORCE
Create An Outreach Taskforce to Develop Interest in Open TBID Board Positions
- IX. CITY COUNCIL GOAL 6G
Investigating alternative models for tourism and marketing in Morro Bay – Sam Taylor, Deputy City Manager
- X. DESIGNATED CITY & CITY COUNCIL LIAISONS
Discussion to dedicate (2) Two Board Members to Serve as Liaisons to the City & Council
- XI. DECLARATION OF FUTURE AGENDA ITEMS
- XII. NEXT TBID BOARD MEETING
- XIII. 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.

**MORRO BAY TOURISM BUSINESS IMPROVEMENT DISTRICT
SPECIAL MEETING MINUTES**

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

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

- I. CALL TO ORDER
Member Solu called the meeting to order at 9:05am
Member Present: Michele Jaquez, Taylor Newton, Jack Smith, Joan Solu
Staff Present: Brent Haugen, Jazmyn Strickland

- II. PUBLIC COMMENT PERIOD
None

- 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.

No agenda items were pulled for discussion. Member Smith made a motion to approve all items on the consent agenda. The motion was seconded by Member Solu. Motion passed 4-0.

IV. DECLARATION OF FUTURE AGENDA ITEMS
None

V. BOARD ANNOUNCEMENTS
Member Solu suggested the July and/or August MBTB meeting(s) possibly be cancelled to free-up BOD member time, which is scarce during the busy season.

VI. ADJOURNMENT
Member Jacquez made a motion to adjourn the meeting. Member Solu seconded the motion. Motion passed 4-0. Meeting adjourned at 9:17am.

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