

MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – AUGUST 13, 2015
VETERAN’S MEMORIAL HALL – 9:00 A.M.

PRESENT:	Joan Solu	Chair
	Jack Smith	Vice Chair
	Michelle Jacquez	Member
	Taylor Newton	Member
	Fred Reed	Member
STAFF:	Sam Taylor	Deputy City Manager
	Brooke Austin	Deputy City Clerk
	Brent Haugen	Tourism Bureau Director

I. CALL TO ORDER

The meeting was called to order at 9:03 a.m.

II. PUBLIC COMMENT PERIOD

<https://youtu.be/MEbyMB1IBdg?t=1m59s>

The public comment period was opened.

Jayne Behman, resident and owner of the Bayfront Inn, stated that she was not able to stay for the 10:00 a.m. Morro Bay Tourism Board Meeting but wanted to comment on the proposed change of the Tourism Bureau by-laws. She is not in favor of changing the by-laws due to concerns that small hotels and their related issues would not be represented. She is in favor of five hoteliers on the Board, including an hotelier from north Morro Bay.

The public comment period was closed.

III. APPROVAL OF MAY 11, 2015 MINUTES

<https://youtu.be/MEbyMB1IBdg?t=4m55s>

MOTION: Board Member Jacquez moved the Board approve Items III approval of the May 11, 2015 minutes. The motion was seconded by Board Member Newton and carried unanimously, 5-0.

IV. TRANSIENT OCCUPANCY TAX (TOT) QUARTERLY REPORT

<https://youtu.be/MEbyMB1IBdg?t=6m25s>

Chair Solu, along with MBTB Director Haugen, reviewed the quarterly report. There was also discussion about historical data and comparisons.

The public comment period for Item IV was opened.

John Solu, resident and business owner, spoke regarding Smith Travel Report on the SLO City TBID website which lists data for July. He would like to see the City's increased market share for July in comparison to the cities on the report.

The public comment period for Item IV was closed.

THE REPORT WAS ACCEPTED FOR FILE.

V. 2015-16 RELEASE OF CARRY OVER FUNDS FOR THE MBTB BUDGET

<https://youtu.be/MEbyMB1IBdg?t=32m43s>

MBTB Director Haugen provided Board Members with a copy of the budget and reported there was a carryover after the close of the year. The total amount to be released to the Tourism Bureau for marketing is \$985,743.44.

MOTION: Board Member Newton moved the Board to release the carryover funds for the MBTB 2015-2016 Budget. The motion was seconded by Board Member Smith and carried unanimously, 5-0.

VI. BOARD ELECTIONS

<https://youtu.be/MEbyMB1IBdg?t=35m28s>

Chair Solu asked for volunteers for serving as Chair and Vice Chair. She stated that the Chair position is limited to hoteliers, but the Vice Chair position is open to any member.

MOTION: Chair Solu nominated Fred Reed to serve as Chair. The motion was seconded by Board Member Jacquez and carried unanimously, 5-0.

MOTION: Board Member Newton nominated Michelle Jacquez to serve as Vice Chair. The motion was seconded by Board Member Smith and carried unanimously, 5-0.

VII. TBID BYLAW CHANGE RECOMMENDATION PROCESS

<https://youtu.be/MEbyMB1IBdg?t=40m17s>

The Board discussed the recommended changes to broaden the pool of prospective board members and adding a preference for small hoteliers.

MOTION: Board Member Jacquez moved the Board recommend to the City Council modifications to the TBID Advisory Board rules to have three hotel members at large with a preference for one member with 23 or less rooms and one member for 50 or more rooms. The motion was seconded by Board Member Reed and carried unanimously, 5-0.

VIII. BOARD OUTREACH TASKFORCE

<https://youtu.be/MEbyMB1IBdg?t=53m48s>

The Board discussed the current process for requesting participation and the desire to create a taskforce of two members to perform outreach. The idea of one hotelier and one non-hotelier was preferred.

MOTION: Chair Solu moved to create a task force with Board Member Reed and Board Member Newton performing outreach to develop interest in the open TBID positions. The motion was seconded by Board Member Reed and carried unanimously, 5-0.

IX. CITY COUNCIL GOAL 6G

<https://youtu.be/MEbyMB1IBdg?t=58m19s>

Deputy City Manager Taylor highlighted the goal set by the City Council and the process of evaluating different TBID models. Staff wants to inform and engage the Board in the discussion.

The Board wants better communication with Council and appreciates the improvements being made in communication with City staff. They want to make sure all previous research that brought about the current TBID model is considered. The current TBID model is successful and the Board and the Bureau are constantly seeking to increase performance.

X. DESIGNATED CITY AND CITY COUNCIL LIAISONS

<https://youtu.be/MEbyMB1IBdg?t=1h34m1s>

MBTB Director Haugen recommended liaisons so that Council has an opportunity to hear directly from the Board on TBID issues. Board Members Smith and Jacquez volunteered to serve as liaisons to the Council if necessary.

XI. DECLARATION OF FUTURE AGENDA ITEMS

There were no items to declare at this time.

XII. NEXT TBID BOARD MEETING

The next regular TBID meeting will be held on Thursday, November 12, 2015 at 9:00 a.m. at the Veteran's Memorial Hall, 209 Surf Street, Morro Bay, California.

XIII. ADJOURNMENT

MOTION: Board Member Smith moved to adjourn the meeting at 10:47 a.m. The motion was seconded by Board Member Newton and carried unanimously, 5-0.

Recorded by:

Brooke Austin
Deputy City Clerk