

MINUTES – OCTOBER 27, 2015  
JOINT MEETING OF THE MORRO BAY  
CITY COUNCIL AND THE TOURISM BUSINESS  
IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD  
MORRO BAY VETERAN’S HALL  
209 SURF STREET – 4:30 P.M.

PRESENT:	Jamie Irons	Mayor
	Christine Johnson	Councilmember
	John Headding	Councilmember
	Noah Smukler	Councilmember
	Michele Jacquez	TBID Advisory Board Chair
	Taylor Newton	TBID Advisory Board Member
	Jack Smith	TBID Advisory Board Member
	Joan Solu	TBID Advisory Board Member
ABSENT:	Matt Makowetski	Councilmember
STAFF:	David Buckingham	City Manager
	Sam Taylor	Deputy City Manager
	Dana Swanson	City Clerk

ESTABLISH QUORUM AND CALL TO ORDER

A quorum was established by the City Council with all members, but Member Makowetski, present.

A quorum was established by the Tourism Business Improvement District Advisory Board with all members present.

The City Council and Advisory Board Members made opening comments.

<https://youtu.be/CB-05BcQUuA?t=1m7s>

The Public Comment period was opened.

<https://youtu.be/CB-05BcQUuA?t=11m9s>

Robert Davis, Morro Bay, encouraged collaboration between staff and the hoteliers to rewrite a recommendation to Council they all support. He also encouraged hoteliers to step up and fill the remaining advisory board positions.

Homer Alexander, Morro Bay, spoke in support of the current tourism model noting it is working well for Morro Bay businesses and the City treasury.

Chuck Davison, President and CEO of Visit San Luis Obispo County, encouraged the Board and Council to maintain a professional tourism director and establish a detailed plan on how the business structure will advance tourism moving forward.

Ashlee Akers, Verdin Marketing, shared there has been a lot to celebrate this past year and a big part of that success is the current business model that allows quick response to opportunities. She encouraged the Council to continue that momentum with the current model.

The Public Comment period was closed.

Councilmembers explained the goal to review the tourism structure was intended to be a healthy analysis of something very dynamic and important to the City's financial health and consider ways it can be improved, particularly with regard to events, economic development and infrastructure. They also discussed the importance of clearly defined roles of the TBID and Tourism Bureau, and a strong relationship between the City and the TBID with the City committed to improving infrastructure while the TBID is focused on marketing, branding and getting a better return on investment.

Advisory Board Members appreciated the opportunity to have a joint meeting with the Council and agreed working together and building trust is important. They requested one year to work with a full board and new staff to further develop the relationship. They noted TOT recorded an all-time high of \$2.9m; they are proud of City and all the partners that went into that. Finally, the City has spent \$600k inviting guests here every year -- their experience and what the City does with the increased TOT is very important.

The joint meeting of the City Council and Tourism Business Improvement District Advisory Board was adjourned at 5:53 p.m.

Recorded by:

Dana Swanson  
City Clerk