

**MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
SPECIAL MEETING – OCTOBER 8, 2015
VETERAN’S MEMORIAL HALL – 9:00 A.M.**

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| PRESENT: | Michele Jacquez | Chair |
| | Taylor Newton | Member |
| | Joan Solu | Member |
| | Jack Smith | Member |
| STAFF: | Sam Taylor | Deputy City Manager |
| | Brooke Austin | Deputy City Clerk |

CALL TO ORDER

The meeting was called to order at 9:06 a.m.

PUBLIC COMMENT PERIOD

<https://youtu.be/GclvemVMXZ0?t=1m20s>

The public comment period was opened.

Chuck Davison, President and CEO of Visit SLO County Tourism Group, congratulated Morro Bay on being featured in the Average Joe television commercial for Visit California. It is the first time the Central Coast has been featured nationally. He also introduced new Director of Travel Trade Michael Wambalt.

Michael Wambalt introduced himself and let the board know he looks forward to working with them.

John Solu, business owner and stake holder, thanked the Public Works, Harbor, Fire and Police Departments and the TBID Board for their work on the Harbor Festival. He stated the event was very successful and this year should serve as a model for the future. He also spoke about his concerns with the Staff Report on tourism discussed at the last council meeting.

Jayne Behman, stakeholder, spoke in favor of continued communication between the Council, Board, staff and the community to share education and information. She stated the most successful tourism models are run by TBIDs not Cities.

Lynda Merrill, resident, spoke in opposition to fireworks at the Harbor Festival.

Susan Stewart, business owner and resident, thanked the Board for their time and work. She spoke about tourism and encouraged the City to improve the product, Morro Bay, through street, tree and parking improvements.

The public comment period was closed.

The Board responded to public comments.

I. APPROVAL OF MINUTES FROM THE AUGUST 13, 2015 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING.

<https://youtu.be/GclvemVMXZ0?t=23m15s>

MOTION: Board Member Solu moved the Board approve the August 13, 2015 minutes. The motion was seconded by Board Member Smith and carried unanimously, 4-0.

II. DISCUSSION AND DIRECTION REGARDING THE SEPTEMBER 22, 2015 CITY COUNCIL PUBLIC WORKSHOP.

<https://youtu.be/GclvemVMXZ0?t=24m44s>

Board Member Solu made a presentation on Streamlining and Improving Tourism Operations for All. It is available at the following link:

<http://ca-morrobay2.civicplus.com/DocumentCenter/View/9148>

In her presentation, she provided clarifications to the pre-MBTB and current City/MBTBID/MBTB organization and accountability structures. She presented City comparisons and pointed out that Morro Bay is outpacing other cities that have city run TBIDs even though being out spent by others. She presented Future Alternative Model “A” and explained how that would work and why it would be good for Morro Bay.

Board Member Newton’s conclusion from the last meeting is that the current model is the best model. He would like tourism season to go all year long. He feels the City needs to accomplish three things: 1) a City pool; 2) recycled water sooner; and 3) power plant property should be used to create consumers, like a Cal Poly marine biology campus (not wind turbines). He would like city staff to focus on those things not on tourism which is successful. We should listen to tourism professionals.

Board Member Smith supported Board Member Solu’s model as a good starting point to bring everyone together. He stated that a hybrid model should include a professional tourism director.

Chair Jacquez spoke in favor of the current TBID model. She stated that the evidence and data make it undeniably clear that this model is successful. Improvements can be made without abandoning the model. She would like a joint meeting with Council.

Board Member Newton also spoke in favor of a joint meeting with Council when Deputy City Manager Taylor was available to attend.

Deputy City Manager Taylor stated that Council would like to hold a joint meeting with the Board on October 27th if they are all available.

Board Member Solu will double check the numbers in her presentation and then provide it to Deputy City Manager Taylor for addition to the website and distribution to Council.

Deputy City Manager Taylor stated a survey is currently being conducted as part of the general plan update to identify the community's vision and values. The City also desires a professional tourism director, and hopes the current one will remain, along with the addition of, hopefully, a sales manager. The public workshop was meant to have a robust community conversation. Regarding a community pool, Measure D was passed to install a pool at Morro Bay High School in the fall of 2016, and the Recreation Department would like to have a program if the school district can make it affordable. The goal of the discussion is to create unity between the City and Tourism Bureau, branding and efficiency in events coordination. The point of the previous staff report was to show that percentages are not a good comparison.

Chair Jacquez stated data must be compared, that's how all banks look at investment REVPAR, ADR and Occupancy. She would ask that those three and TOTPAR be used for comparison purposes. She stated REVPAR is how hotels make an apple to apple comparison and for cities it is a TOTPAR.

The public comment period for this item was opened.

Lynda Merrill spoke in favor of the City's hybrid proposal. It will invite more citizen involvement, more transparency and accountability.

John Myers, resident and former TBID member with a background in banking and finance, stated the City's revenue growth projection would not spurn investment. The return on investment would be far less than what he would expect to receive. He suggested the hoteliers have a service level or performance level agreement with a return of 8.3% for projections.

Deputy City Manager Taylor clarified that the 3.5% projection came from Management Partners Report. He also stated that the City is making a decision regarding its contractor not competing with itself.

The Board recommended adding a future agenda item to discuss fireworks and possibly make a recommendation to the Council regarding establishing a fireworks policy and procedures.

ADJOURNMENT

<https://youtu.be/GclvemVMXZ0?t=1h39m52s>

MOTION: Board Member Solu moved to adjourn the meeting at 10:44 a.m. The motion was seconded by Board Member Smith and carried unanimously, 4-0.

Recorded by:

Brooke Austin
Deputy City Clerk