

MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
SPECIAL MEETING – DECEMBER 10, 2015
VETERAN’S MEMORIAL HALL – 8:00 A.M.

PRESENT: Michele Jacquez Chairperson
Todd Baston Member
Aaron Graves Member
Taylor Newton Member (Arrived at 8:45 a.m.)
Joan Solu Member

ABSENT: Jayne Behman Member

STAFF: Sam Taylor Deputy City Manager
Brooke Austin Deputy City Clerk

I. CALL TO ORDER

The meeting was called to order at 8:06 a.m.

II. PUBLIC COMMENT PERIOD

<https://youtu.be/-JDVncPLKNE?t=1m32s>

The public comment period was opened.

Homer Alexander requested to make comments regarding Item IV during the discussion

The public comment period was closed.

III. APPROVAL OF MINUTES FROM THE NOVEMBER 19, 2015 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD SPECIAL MEETING.

<https://youtu.be/-JDVncPLKNE?t=2m29s>

MOTION: Board Member Graves moved the Board approve the November 19, 2015 minutes. The motion was seconded by Board Member Solu and carried unanimously, 4-0.

IV. DISCUSSION AND DIRECTION TO CITY COUNCIL REGARDING CITY TOURISM MARKETING AND PROMOTIONS MANAGEMENT

<https://youtu.be/-JDVncPLKNE?t=4m19s>

Deputy City Manager Taylor presented the City’s resolution regarding City tourism and marketing promotions management. He stated that the Board has three options: 1) approve staff’s recommendation; 2) reject staff’s recommendation; or 3) present an alternative or modified recommendation to Council.

The public comment period for Item IV was opened.

Homer Alexander of Morro Bay spoke about the history of the TBID and research he has performed regarding it. He expressed his concerns about hiring an independent contractor and felt that it would lead to the hiring of an advertising agency for tourism marketing. He highlighted differences between the old tourism model and the current model. He spoke in support of the current model and encouraged the Board to vote against the City's recommended resolution.

Chuck Davidson of Visit San Luis Obispo County spoke regarding the City directly handling tourism marketing and promotions. He recommended that in order for the transition to be more successful, the City should hire full-time staff dedicated to tourism.

DeDe Alexander pointed out that both public speakers recommended full-time staff dedicated to promoting Morro Bay.

The public comment period for Item IV was closed.

Board Member Jayne Behman was not able to attend the meeting, but provided a letter for the record that can be found at <http://morrobayca.gov/DocumentCenter/View/9342>. This letter was read into the record by Chairperson Jacquez.

Deputy City Manager Taylor responded to Board questions regarding staff's recommended resolution.

The Board was not in favor of staff's proposed resolution, but worked to create a modified resolution to present to Council. The modified resolution can be found at <http://morrobayca.gov/DocumentCenter/View/9345>.

MOTION: Board Member Solu moved to strongly recommend to City Council that they adopt the resolution with amended changes as proposed by the TBID Board. . The motion was seconded by Board Member Newton and carried unanimously, 5-0.

V. DECLARATION OF FUTURE ITEMS

There were no future agenda items declared.

VI. ADJOURNMENT

MOTION: Board Member Graves moved to adjourn the meeting at 10:29 a.m. The motion was seconded by Board Member Solu and carried unanimously, 5-0.

Recorded by:

Brooke Austin
Deputy City Clerk