

MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD  
SPECIAL MEETING – JANUARY 28, 2016  
MORRO BAY TOURISM BUREAU – 9:00 A.M.

PRESENT:	Michele Jacquez	Chair
	Jayne Behman	Member
	Aaron Graves	Member
	Taylor Newton	Member
ABSENT:	Joan Solu	Member
STAFF:	Sam Taylor	Deputy City Manager
	Brooke Austin	Deputy City Clerk

I. CALL TO ORDER

The meeting was called to order at 9:00 a.m.

II. PUBLIC COMMENT PERIOD

The public comment period was opened; seeing none, the public comment period was closed.

III. CONSIDERATION OF RECOMMENDATION FROM THE MORRO BAY TOURISM BUREAU REGARDING SELECTION OF MENTAL MARKETING FOR CITY TOURISM MARKETING AND PUBLIC RELATIONS SERVICES

MOTION: Board Member Graves moved to reaffirm the vote of the Morro Bay Tourism Bureau Board to recommend to the City Council that the City enter into a two year agreement with Mental Marketing for public relations and marketing services. The motion was seconded by Board Member Behman and carried unanimously, 4-0.

IV. DECLARATION OF FUTURE ITEMS

Board Member Behman requested an analysis of the use of funds comparing last year's budget and the proposed budget as regards to the hard costs for public relations and marketing separate from everything else.

Board Member Newton requested a future item regarding lighting and the Maritime Museum.

V. ADJOURNMENT

The meeting adjourned at 9:06 a.m.

Recorded by:

Brooke Austin  
Deputy City Clerk