

MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
SPECIAL MEETING – FEBRUARY 11, 2016
MORRO BAY TOURISM BUREAU – 9:00 A.M.

PRESENT:	Michele Jacquez	Chairperson
	Jayne Behman	Member
	Aaron Graves	Member
	Taylor Newton	Member
ABSENT:	Charlie Yates	Member
STAFF:	Sam Taylor	Deputy City Manager
	Brooke Austin	Deputy City Clerk
CONTRACT		
STAFF:	Brent Haugen	Morro Bay Tourism Bureau Director

I. CALL TO ORDER

The meeting was called to order at 9:01 a.m.

II. PUBLIC COMMENT PERIOD

The public comment period was opened.

Shaun Farmer, Event Coordinator for the Morro Bay Kite Festival, presented a letter requesting funding in support of the Kite Festival.

Jayne Behman, on behalf of three hoteliers not present, requested that each board member be assigned three to five hotels to keep informed about TBID happenings and get their views represented in the votes. She requested a future agenda item to discuss this.

Ken Vesterfelt, representing Cruisin' Morro Bay Car Show, requested funding for this year's event. He stated that there is an average of \$1,000 per car entered spent in the City of Morro Bay on other services during the event.

Joan Solu, hotel owner in Morro Bay, spoke regarding the budget and personnel changes listed in the current budget as compared to the proposed budget. She recommended comprehensive job descriptions for new positions or new duties and that wages be allocated appropriately from General Fund and TBID funds based on duties. She requested a quarterly budget review, a robust budget for event funding, and a change to booking.com from jack rabbit for cost savings.

Taylor Newton, resident and local business owner, spoke regarding the Maritime Museum and the maiden voyage of a historic replica ship, the San Salvador October 19-24 2016. The ship will be coming to Morro Bay from Sacramento to create an event and raise funds for the museum. He asked for a future agenda item regarding the event.

The public comment period was closed.

III. NOMINATION AND ELECTION OF MEMBERS FOR CHAIRPERSON AND VICE CHAIRPERSON POSITIONS

MOTION: Board Member Graves nominated Board Member Jacquez for Chairperson, and she accepted the nomination. Board Member Behman nominated Board member Graves for Vice Chairperson, and he accepted the nomination. The Board voted unanimously, 4-0, to approve the nominations.

IV. APPROVAL OF MINUTES FROM THE DECEMBER 10, 2015 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD SPECIAL MEETING

MOTION: Board Member Graves moved to approve the minutes from the December 10, 2015 Tourism Business Improvement District Advisory Board Special Meeting. The motion was seconded by Board Member Newton and carried unanimously, 4-0.

V. APPROVAL OF MINUTES FROM THE JANUARY 28, 2016 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD SPECIAL MEETING

MOTION: Board Member Graves moved to approve the minutes from the January 28, 2016 Tourism Business Improvement District Advisory Board Special Meeting. The motion was seconded by Board Member Newton and carried unanimously, 4-0.

VI. APPROVAL OF 2016 MEETING SCHEDULE AND RECOMMENDATION TO CITY COUNCIL FOR BY-LAWS CHANGE TO ACCOMMODATE MONTHLY MEETINGS

MOTION: Board Member Newton moved to approve the 2016 Tourism Business Improvement District Advisory Board Meeting Schedule and recommend an amendment to the by-laws be submitted to City Council for approval to accommodate monthly meetings on the second Thursday of each month at 9:00 a.m. The motion was seconded by Board Member Graves and carried unanimously, 4-0.

VII. REPORT ON TRANSITION OF TOURISM AND MARKETING TO DIRECT CITY MANAGEMENT

Tourism Director Haugen reported that two transition meetings have been held so far. He spoke about moving offices to the 695 Harbor Street building by the end of April and holding an event along with the Chamber of Commerce and Visitor Center to celebrate National Travel and Tourism Week May 1-7. He also stated that he has provided a staffing model to City and is waiting for a response. He is excited about moving forward and wants it to be a smooth transition.

Deputy City Manager Taylor reported that the City is still deciding on whether to make staff positions employees or independent contractors. He plans to come to a decision and provide offers within the next few weeks.

Chairperson Jacquez stated that she is in the transition meetings representing the stakeholders and ultimately there are cost savings in other areas to offset the cost increase in staffing.

Staff responded to board inquiries.

VIII. NOTICE OF TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID)/MORRO BAY TOURISM BUREAU (MTB) ANNUAL STAKEHOLDER MEETING – CHANGE OF DATE TO THURSDAY, APRIL 14, 2016 AT 12:00 P.M.

Tourism Director Haugen proposed changing the Annual Stakeholder Meeting from March to April to allow more time to work with Mental Marketing and have a clear, understandable, and executable plan to present to stakeholders. He responded to board inquiries. It was determined that 12:00 – 2:00 p.m. is the optimal time for hoteliers.

MOTION: Board Member Newton moved to change the Tourism Business Improvement District/Morro Bay Tourism Bureau Annual Stakeholder Meeting to Thursday, April 14, 2016 at 12:00 p.m. The motion was seconded by Board Member Graves and carried unanimously, 4-0.

IX. DISCUSSION AND RECOMMENDATION REGARDING 2016/2017 BUDGET

Tourism Director Haugen presented the budget recommendations and responded to board inquiries. He stated that the tasks for the board are 1) Recommending the overall budget numbers or modifying them; 2) Deciding how the \$60,000 contribution from the City of Morro Bay will be distributed – it is currently allocated with \$10,000 to payroll and salaries, \$25,000 to event grant support, and \$25,000 to regional marketing grant support; and 3) Reviewing the financial reserve and deciding whether or not it is necessary under the City umbrella – another option is to change it to a contingency fund or funnel the funds into the general budget.

Staff responded to board inquiries.

MOTION: Board Member Graves moved to approve the 2016/2017 Budget with the following changes: reallocated \$40,280 from reserve to contingency; allocate the \$60,000 city contribution with \$10,000 to payroll, \$30,000 community events, and \$20,000 regional events. The motion was seconded by Board Member Newton and carried 3-1, with Board Member Behman voting no.

X. DISCUSSION AND RECOMMENDATION REGARDING 2016/2017 GOALS

Tourism Director Haugen presented the proposed 2016/2017 goals and objectives.

MOTION: Board Member Graves moved to approve the 2016/2017 goals and objectives as presented by staff. The motion was seconded by Board Member Newton and carried unanimously, 4-0.

XI. DISCUSSION AND RECOMMENDATION REGARDING 2016/2017 GEOGRAPHIC TARGET

The Board discussed the 2016/2017 geographic target and testing for adding additional markets in the future.

MOTION: Board Member Graves moved to approve the recommended 2016/2017 marketing tiers as recommended, with the addition of researching other southern California areas and the Denver area. The motion was seconded by Board Member Newton and carried unanimously, 4-0.

XII. DECLARATION OF FUTURE ITEMS

Tourism Bureau Director announced future agenda items regarding event sponsorship, hotelier representatives, and a comparison between jackrabbit and booking.com.

Chairperson Jacquez requested a presentation from the Visit San Luis Obispo Tourism Marketing District. Tourism Director Haugen reported that this will occur at the April Stakeholder Meeting.

XIII. ADJOURNMENT

The meeting adjourned at 11:11 a.m.

Recorded by:

Brooke Austin
Deputy City Clerk