

MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD  
SPECIAL MEETING – MAY 19, 2016 AT 9:00 A.M.  
INN AT MORRO BAY – CAYUCOS ROOM

PRESENT:

Aaron Graves	Vice-Chairperson
Taylor Newton	Member
Charlie Yates	Member
Jayne Behman	Member

ABSENT: Michele Aanerud                      Chairperson

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

CONTRACT  
STAFF: Brent Haugen                      Tourism Bureau Executive Director

ESTABLISH QUORUM AND CALL TO ORDER

A quorum was established with all members, but Chairperson Aanerud present, and the meeting was called to order at 9:07 a.m.

ADVISORY BOARD MEMBER ANNOUNCEMENTS & PRESENTATIONS

Member Yates thanked City of Morro Bay and Visit SLO for Amgen Race and asked them to consider trying to get a start at Morro Rock.

PUBLIC COMMENT PERIOD

[https://youtu.be/F-rTjyw\\_3Zg?t=1m7s](https://youtu.be/F-rTjyw_3Zg?t=1m7s)

The public comment period was opened.

John Solu of Morro Bay stated that he had spoken to hoteliers about dissolving the TBID; however, he has decided not to pursue a petition to protest and he is hopeful business will continue to increase.

Councilmember John Headding, TBID Liaison, thanked the Solu's for their vision in starting the TBID and stated Council realizes tourism is the economic driver of the City. He reaffirmed commitment of the City of Morro Bay to the success of hoteliers in order to continue on as a City, and the City is going to make significant investment in TBID over future years.

The public comment period was closed.

## A. CONSENT CALENDAR

### A-1 APPROVAL OF MINUTES FROM THE APRIL 14, 2016 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING

[https://youtu.be/F-rTjyw\\_3Zg?t=26m39s](https://youtu.be/F-rTjyw_3Zg?t=26m39s)

MOTION: Board Member Yates moved to approve the minutes from the April 14, 2016 Tourism Business Improvement District Advisory Board Meeting. The motion was seconded by Board Member Newton and carried unanimously, 4-0.

## B. BUSINESS ITEMS

### B-1 PROGRESS UPDATE ON TOURISM MANAGER RECRUITMENT

[https://youtu.be/F-rTjyw\\_3Zg?t=27m50s](https://youtu.be/F-rTjyw_3Zg?t=27m50s)

Deputy City Manager Taylor introduced Jennifer Little who has been selected as Tourism Manager and discussed her experience and qualifications. She will start June 6<sup>th</sup>.

Jennifer Little spoke about her background and experience.

### B-2 MORRO BAY TOURISM BUREAU TRANSITION

[https://youtu.be/F-rTjyw\\_3Zg?t=33m30s](https://youtu.be/F-rTjyw_3Zg?t=33m30s)

Director Haugen reported the transition is going well; offices have moved, technology and employee change over issues are being handled.

Deputy City Manager Taylor stated that they are finalizing contract details and contracts will start July 1<sup>st</sup>.

### B-3 MERRILL RESEARCH RESULTS FOR MORRO BAY

[https://youtu.be/F-rTjyw\\_3Zg?t=43m41s](https://youtu.be/F-rTjyw_3Zg?t=43m41s)

Director Haugen reviewed the research results. He mentioned the research is a benefit of participating in the Tourism Marketing District for the County with Visit SLO. He highlighted comparisons with other areas. He stated the data suggests restaurants and shopping have higher results in downtown; however, visitors may not know the difference between embarcadero and downtown. There are a higher number of visitors consisting of couples and older audiences. A goal should be better marketing for low season and looking at better research to see where to market.

The Board discussed the results and requested an executive summary of the information in the future. They also thought it would be good to have a presentation of the information, perhaps with graphs, etc. They would also like to leverage the fact that responders did not identify the central coast as an outdoor adventure or nature community

B-4 MORROBAY.ORG RESERVATION SYSTEM

[https://youtu.be/F-rTjyw\\_3Zg?t=1h8m16s](https://youtu.be/F-rTjyw_3Zg?t=1h8m16s)

Director Haugen spoke about the differences between the JackRabbit and booking.com. booking engines and provided handouts. The Board discussed the implications of changing booking engines and the challenges with each. They would like to discuss this with a larger groups of hoteliers perhaps in a workshop format.

C. DECLARATION OF FUTURE ITEMS

[https://youtu.be/F-rTjyw\\_3Zg?t=1h36m10s](https://youtu.be/F-rTjyw_3Zg?t=1h36m10s)

The Board requested a fall workshop to discuss booking engines. They would also like to add an Amgen report, Citywide sponsored events, and the event grant process as future agenda items. Board Member Newton would like to discuss City beautification as it relates to tourism.

D. ADJOURNMENT

The meeting adjourned at 10:57 a.m. The next Regular Meeting will be held on Thursday, June 9, 2016 at 9:00 a.m. at the Veteran's Memorial Hall located at 209 Surf Street, Morro Bay, California.

Recorded by:

Brooke Austin  
Deputy City Clerk