

MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD  
REGULAR MEETING – JUNE 9, 2016  
VETERAN’S MEMORIAL HALL – 9:30 A.M.

PRESENT:	Michele Aanerud	Chairperson
	Jayne Behman	Member
	Maggie Juren	Member
	Taylor Newton	Member
	Paul VanBeurden	Member
	Charlie Yates	Member

ABSENT:	Aaron Graves	Member
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STAFF:	Jennifer Little	Tourism Manager
	Brooke Austin	Deputy City Clerk

CONTRACT

STAFF:	Brett Haugen	Tourism Bureau Director
	Aaron Young	Sales and Marketing Coordinator

I. ESTABLISH QUORUM AND CALL TO ORDER

A quorum was established with all members, but Member Graves present, and the meeting was called to order at 9:01 a.m.

II. PUBLIC COMMENT PERIOD

The public comment period was opened. Seeing none, the public comment period was closed.

III. WELCOME NEW ADVISOR BOARD MEMBERS, MARGARET JUREN AND PAUL VAN BEURDEN

<https://youtu.be/9pEUII2tpZw?t=19m54s>

IV. WELCOME CITY OF MORRO BAY TOURISM MANAGER JENNIFER LITTLE

<https://youtu.be/9pEUII2tpZw?t=21m2s>

V. AMGEN TOUR OF CALIFORNIA REPORT

<https://youtu.be/9pEUII2tpZw?t=22m4s>

Tourism Director Haugen presented the report and responded to Board inquiries. He discussed the feedback received from the City, how the TBID contribution was spent, the pick-up report and the Verdin Media report. He also discussed the differences between an event start verses a finish.

VI. DISCUSSION AND APPROVAL OF TOURISM BUREAU BUDGET REPORT

<https://youtu.be/9pEUII2tpZw?t=49m4s>

Chairperson Aanerud stated that at the Morro Bay Tourism Bureau (MBTB) Meeting earlier the Board voted to approve the budget and now that action is being carried forward for TBID approval.

MOTION: Board Member Behman moved to approve the budget as approved by the MBTB Board. The motion was seconded by Board Member Newton and carried unanimously, 6-0.

#### VII. DISCUSSION AND APPROVAL OF 2016/2017 GRANT PROGRAMS

<https://youtu.be/9pEUII2tpZw?t=50m25s>

Tourism Director Haugen presented the report and responded to Board inquiries. He reviewed draft applications and program guidelines. The Board discussed having an Events Grant Task Force to review applications.

MOTION: Board Member Yates moved to approve the draft applications with the following changes: correct the ending date, add a disclaimer about funding availability, and add a question about previous funding and use of funds. The motion was seconded by Board Member Newton and carried unanimously, 6-0.

#### VIII. DECLARATION OF FUTURE ITEMS

<https://youtu.be/9pEUII2tpZw?t=1h19m4s>

The Board would like to see the following items as future agenda items: 1) discussion regarding an Events Coordinator; 2) AMGEN County Report; 3) City beautification as it relates to tourism; 4) the Writer's Conference; 5) Cows on Parade; 6) the Maritime Museum; and 7) visitor kiosks.

#### IX. ADJOURNMENT

The meeting adjourned at 10:37 a.m. The next Regular Meeting will be held on Thursday, July 14, 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