

CITY OF MORRO BAY

Tourism Business Improvement District (TBID) Advisory Board

City Mission Statement

The City of Morro Bay is dedicated to the preservation and enhancement of the quality of life. The City shall be committed to this purpose and will provide a level of municipal service and safety consistent with and responsive to the needs of the public.

Tourism Business Improvement District Purpose and Authority

The Morro Bay Tourism Business Improvement District (MTBID) Advisory Board ("Board") advises the City Council on the administration and use of the MTBID assessment funds. The Board recommends projects to the City of Morro Bay to promote tourism to directly benefit the City's lodging industry.

The primary purpose of the MTBID is to increase occupancy and room nights across all lodging types (motel, hotels, bed and breakfast) that pay the business improvement assessment (BID) along with transient occupancy tax (TOT) within the City while placing particular emphasis on marketing that positively impacts the lodging.

REGULAR MEETING

**THURSDAY, NOVEMBER 10, 2016
VETERAN'S MEMORIAL HALL – 9:00 A.M.
209 SURF STREET, MORRO BAY, CA**

- I. ESTABLISH QUORUM AND CALL TO ORDER
- II. PUBLIC COMMENT
Members of the audience wishing to address the TBID Board on matters not on the agenda may do so at this time. For those desiring to speak on items on the agenda, but unable to stay for the item, may also address the Board at this time.
- III. APPROVAL OF PRIOR MEETING MINUTES
 - a. August 11, 2016 Regular Meeting
 - b. September 15, 2016 Regular Meeting
 - c. October 13, 2016 Regular Meeting
 - d. October 13, 2016 Special Meeting

RECOMMENDATION: Approve as submitted.
- IV. PRESENTATION - OVERVIEW OF VACATION RENTALS BY SCOT GRAHAM, DIRECTOR OF COMMUNITY DEVELOPMENT
- V. TRANSIENT OCCUPANCY TAX (TOT) REVIEW IN NEW FORMAT - PRESENTATION BY CRAIG SCHMOLLINGER, FINANCE DIRECTOR CITY OF MORRO BAY – location of document to be attached on Monday

- VI. SEARCH ENGINE OPTIMIZATION (SEO) CONTRACT OPTIONS – REVIEW
 - a. Mental Marketing
 - b. Pacific Leisure Marketing

RECOMMENDATION: Board to review and affirm staff's recommendation to award a 12-month contract to Pacific Leisure Marketing effective November 10, 2016.

- VII. MARKETING & PUBLIC RELATIONS UPDATE
 - a. October 2016 Marketing Report
 - b. October 2016 Press ClipsReview of where these documents are housed on www.morrobay.org
- VIII. VISIT SAN LUIS OBISPO COUNTY (VSLOC) BOARD MEETING UPDATE – CHAIRMAN GRAVES
- IX. DISCUSSION ON HOTEL OUTREACH FROM TOURISM OFFICE
- X. DECLARATION OF FUTURE ITEMS
- XI. ADJOURNMENT

THIS AGENDA IS SUBJECT TO AMENDMENT UP TO 72 HOURS PRIOR TO THE DATE AND TIME SET FOR THE MEETING. PLEASE REFER TO THE AGENDA POSTED AT CITY HALL FOR ANY REVISIONS, OR CALL CITY HALL AT 772-6568 FOR FURTHER INFORMATION.

IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN A CITY MEETING, PLEASE CONTACT THE CITY CLERK'S OFFICE AT LEAST 24 HOURS PRIOR TO THE MEETING TO INSURE THAT REASONABLE ARRANGEMENTS CAN BE MADE TO PROVIDE ACCESSIBILITY TO THE MEETING.

**MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – August 11, 2016
VETERAN’S MEMORIAL HALL – 9:00A.M.**

PRESENT:	Jayne Behman	Member
	Maggie Juren	Member
	Taylor Newton	Member
	Charlie Yates	Member
	Aaron Graves	Member
ABSENT:	Paul VanBeurden	Member
STAFF:	Jennifer Little	Tourism Manager
	Liz Gilson	Executive Assistant

I. ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/xonejdtmyEI?t=43s>

A quorum was established. The meeting was called to order at 9:01 A.M. Taylor Newton joined meeting at 9:04 am.

Board Member Graves announced that Chairperson Aanerud has resigned from her position on the TBID Advisory Board.

II. PUBLIC COMMENT PERIOD

<https://youtu.be/xonejdtmyEI?t=1m46s>

The public comment period was opened.

Kristine Horowitz and Yishai Horowitz of All Out Events and the Morro Bay Triathlon, provided information needed for Board members to move forward on their request for an event grant.

Jayne Behman of Bayfront Inn and Suites of Morro Bay spoke about the Triathlon and its positive impact on hotels. She also thanked hoteliers and City staff for their assistance after a recent sewer issue.

Judy Salamacha representing the Morro Bay Maritime Museum provided an update on the upcoming arrival of the ship San Salvador.

Jane Heath representing the Morro Bay Downtown Merchants Association thanked the tourism staff and grant committee. She explained the confusion with their grant application, and requested an additional application for funds to address beautifying the Downtown for the holidays.

Walter Heath representing Morro Bay in Bloom spoke about their 2016 Community Profile publication.

Susan Stewart representing the Downtown Merchants Association Merchants asked if the Board would be addressing item VI on the agenda before 11:00 A.M.

Board Members responded to questions raised during public comment.
Public comment closed at 9:20 A.M.

III. CONSIDERATION AND APPOINTMENT OF NEW BOARD CHAIR

<https://youtu.be/xonejdtmyEI?t=19m32s>

The Board discussed options.

MOTION: Board Member Behman moved to nominate Aaron Graves for Chairperson and Charlie Yates as Vice-Chair. Board Member Newton seconded.

A vote was taken; Board Member Graves was approved for Chairperson 4-0-1 with Board Member Graves abstaining from voting for himself. Board Member Yates was approved for Vice Chairperson 4-0-1 with Board Member Yates abstaining from voting for himself.

IV. APPROVAL OF MINUTES FROM JULY 14, 2016 TBID ADVISORY BOARD MEETING

<https://youtu.be/xonejdtmyEI?t=21m9s>

MOTION: Board Member Yates made a motion to approve the minutes with changes. Board Member Behman seconded the motion. The motion was approved 5-0-1 with Board Member VanBeurden absent.

Public comment was opened. No public comment

V. CLOSING BOOKS ON MORRO BAY TOURISM BUREAU (“MBTB”)

<https://youtu.be/xonejdtmyEI?t=23m37s>

Tourism Manager Little and the Board discussed the current status of the MBTB non-profit. Manager Little stated that she is working with the City Attorney’s office regarding the need to dissolve the MBTB non-profit organization. It was agreed the MBTB bank account would not be closed at this time. Chairperson Graves agreed to follow up with Michele Aanerud to gather any available documents. Board Member Newton asked to be kept in the loop.

VI. REVIEW AND APPROVAL OF 2016 -2017 GRANT APPLICATIONS

<https://youtu.be/xonejdtmyEI?t=27m46s>

Chair Graves thanked the subcommittee members for donating their time for this process.

1. Annual City Yard Sale – Morro Bay Beautiful requesting \$3,000. The subcommittee recommends \$3,000.

<https://youtu.be/xonejdtmyEI?t=30m39s>

The Board discussed the item. Chairperson Graves asked if the Board was ready to make a motion.

Public comment was opened.

Susan Stewart stated that she wanted to comment on the whole Grant program and asked if she should wait. Chairperson Graves stated that they were going through each grant one by one and asked that she wait.

Public comment was closed.

MOTION: Board Member Behman made a motion that the grant be approved for \$3,000 for marketing and physical maps and that the Chamber of Commerce through the Visitor Center manages map distribution. Board Member Yates seconded the motion.

There was discussion about the grant process and the types of events to focus support in the future. There was also a brief discussion about adding the topic of fireworks to a future meeting.

The Motion was re-stated by Board Member Behman and seconded by Board Member Newton. The motion passed 5-0-1 with Board Member VanBeurden absent.

2. Avocado Margarita Festival – Morro Bay Chamber of Commerce requesting \$4,750. The subcommittee recommends \$5,000.

<https://youtu.be/xonejdtmyEI?t=45m25s>

Manager Little stated that it is a new Friday night event and how it should help bring people to town and stay two nights instead of one.

The Board made comments and asked questions. Manager Little and Walter Heath answered questions from the Board.

Public comment was opened.

Susan Stewart business owner commented that she was sad to see events in town shortening from two to one day events and asked how we can make them work.

Walter Heath Chamber Board member commented on additional Ag-Tourism events. Mr. Heath also talked about events that serve alcohol and how they can ride an extinction curve.

There was further Board discussion regarding this item and the benefits of events that could bring editorial opportunities.

Public comment was closed.

MOTION: Board Member Newton made a motion that the grant be approved for the full amount of \$5,000. Member Yates seconded. The motion passed 4-1-1 with Board Member Behman opposing and Board Member VanBeurden absent.

3. Car Show – Cruisin’ Morro Bay Car Show Inc. requesting \$4,000. The subcommittee recommends \$2,500.

<https://youtu.be/xonejdtmyEI?t=1h4m37s>

Board Member Yates and Tourism Manager Little introduced the event being considered.

There was discussion about the application and review process by the subcommittee.

MOTION: Board Member Behman made a motion that the grant approved for \$4,000. Board Member Newton seconded. The motion passed 5-0-1 with Member VanBeurden absent

Public Comment: None.

4. Kite Festival – Morro Bay Kite Festival requesting \$3,500. The subcommittee recommends \$5,000.

<https://youtu.be/xonejdtmyEI?t=1h8m30s>

Board Member Yates and Tourism Manager Little introduced the event being considered.

There was Board discussion regarding the funding for the Kite Festival.

Public comment was opened. There was no public comment.

MOTION: Board Member Behman made a motion that the grant be approved for \$5,000 with \$3,500 going to event costs and \$1,500 going to Mental Marketing for media spend. Board Member Newton seconded. The motion passed 5-0-1 with Board Member VanBeurden absent.

5. Lighted Boat Parade – Rotary Club of Morro Bay requesting \$4,000. The subcommittee recommends \$1,000.

<https://youtu.be/xonejdtmyEI?t=1h13m20s>

Tourism Manager Little and Board Member Yates introduced the event being considered. There was Board discussion regarding the event.

Public comment was opened. There was no public comment.

MOTION: Member Yates made a motion that the grant be approved with the amendment of the recommended \$1,000 to be raised to \$1,500 and go directly to Mental Marketing to purchase media spend. Member Juren seconded. The motion passed 4-1-1 with Member Newton opposing and Member VanBeurden absent.

6. Morro Bay Surfboard Art Festival – Morro Bay in Bloom requesting \$5,000. The subcommittee recommends \$2,500.

<https://youtu.be/xonejdtmyEI?t=1h22m33s>

Tourism Manager Little and Board Member Yates introduced the event being considered. There was Board discussion regarding the event.

Public comment was opened.

Walter Heath representing Morro Bay in Bloom requested that the Board add an additional \$1,000 to the Grant request to fund printing the exhibit map in the San Luis Obispo Tribune.

Public comment was closed

There was further Board discussion regarding the request for additional funds.

MOTION: Board Member Yates made a motion that the grant be approved with \$1,500 going to Mental Marketing and \$1,000 going to the event. Board Member Behman seconded. The motion passed 5-0-1 with Board Member VanBeurden absent.

7. Pickleball – Morro Bay Senior Citizens, Inc. requesting \$3,500. The subcommittee recommending \$1,500.

<https://youtu.be/xonejdtmyEI?t=1h35m41s>

MOTION: Board Member Behman made a motion that the grant be approved for the recommended \$1,500. Board Member Yates seconded. The motion passed 5-0-1 with Board Member VanBeurden absent.

8. San Salvador Public Tours – Central Coast Maritime Museum requesting \$5,000. The subcommittee recommends \$5,000.

<https://youtu.be/xonejdtmyEI?t=1h36m34s>

MOTION: Member Yates made a motion to fund the grant as recommended. Jane Behman seconded. The motion passed 5-0-1 with Member VanBeurden absent.

Public Comment was opened.

Judy Salamacha representing The Maritime Museum thanked the Board and stated that she was glad to have Mental Marketing working on their event.

Public comment was closed.

9. Soupabration – Pacific Wildlife Care requesting \$2,000. The subcommittee recommends no funding.
<https://youtu.be/xonejdtmyEI?t=1h37m32s>

The Board had discussion regarding this item, including the possibility of joining with the triathlon event.

Public comment was opened.

Judy Salamacha resident stated that Soupabration is a high end event that can grow but needs to be nurtured.

Public comment was closed and board discussion continued.

MOTION: Board Member Behman made a motion to fund the grant for \$2,500, with \$1,000 for event costs and \$1,500 for marketing, with the condition that Manager Little meet with the Morro Bay Triathlon and Pacific Wildlife Care to discuss working together. Board Member Newton seconded. The motion passed 4-1-1 with Member Juren opposing and Board Member VanBeurden absent.

10. Varsity Girls Volley Ball – Morro Bay High School Athletic Boosters requesting \$2,750. The subcommittee recommends \$2,750.
<https://youtu.be/xonejdtmyEI?t=1h48m29s>

Tourism Manager and Board Member Yates introduced the item to be considered.

There was Board discussion regarding this item.

Public comment was opened. There was none.

MOTION: Board Member Yates made a motion to fund the grant for Varsity Girls Volley Ball for the recommended \$2,750. Board Member Yates then made a second motion that since the Wrestling Grant #

12 on the agenda is very similar, that the vote being taken includes approval of the Wrestling Invitational Tournament in the amount of \$2,750 as well. Board Member Newton seconded both motions. The motions passed 4-1-1 with Board Member Behman opposing and Board Member VanBeurden absent.

11. Winter Street Fair – Morro Bay Downtown Merchants Association requesting \$500. The subcommittee recommending \$1,500.
<https://youtu.be/xonejdtmyEI?t=1h50m36s>

Manager Little commented on and clarified confusion on the Grant application.

There was Board discussion regarding the timing of the event.

Susan Stewart spoke from the public regarding the questions the Board asked regarding this event and the possibility of working with Mental Marketing. There was also discussion regarding whether or not matching funds would be required. Tourism Manager Little clarified that matching grants are not required for this event.

MOTION: Board Member Yates made a motion to approve the grant for the recommended \$1,500; \$500 for Winter Street Fair event expenses and \$1,000 to Mental Marketing to purchase media spend. Board Member Juren seconded. The motion passed 5-0-1 with Board Member VanBeurden absent.

12. Wrestling Invitational Tournament – Morro Bay High School Athletic Boosters Requesting \$4,250. The subcommittee recommends \$2,750.

A previous Motion was made and grant was approved for \$2,750. (See #10 above)

There was a discussion clarifying the requested amount.

13. Yo Yo's for Beginners Convention and Competition – Morro Bay Merchant's Association requesting \$3,500. The subcommittee recommends passing on funding this event.
<https://youtu.be/xonejdtmyEI?t=1h57m51s>

There was Board discussion regarding this event.

Public comment was opened.

Susan Stewart representing the Downtown Merchants Association read the letters of support for the event submitted by Robert Davis Morro Bay Resident and Beverly Ford Business owner. Ms. Stewart then provided additional information on the event.

Public comment was closed.

There was further Board discussion regarding the event.

MOTION: Board Member Juren made a motion that the event not be funded this year. Board Member Newton seconded the motion. The motion passed 5-0-1 with Member VanBeurden absent. The Board agreed that the event should reapply next year for a different month.

Member Behman requested that the Board review # 15 before #14. The Board agreed.

15. Harbor Festival – Morro Bay Harbor Festival Inc. requesting \$7,500. The subcommittee recommending \$14,000.
<https://youtu.be/xonejdtmyEI?t=2h5m34s>

Tourism Manager Little and Board Member Yates introduced this item for Board discussion. Tourism Manager Little specified this grant funding does not cover any fireworks. There was further Board discussion regarding the costs involved in this event.

Board Member Newton stated he cannot support the Harbor Festival as long as there are fireworks.

There was Board discussion regarding the possible lack of accounting from the prior year's event and that it should be a requirement for all grants going forward.

MOTION: Member Behman made a motion to approve the grant for the recommended \$14,000 with \$10,000 going to marketing costs and \$4,000 going to hard costs. The motion was amended to remove the 3-year self-sustainability requirement and to include the stipulation for the Board to receive a full accounting after the event. Member Juren seconded. The motion passed 4-1-1 with Board Member Newton opposing and Member VanBeurden absent.

14. Morro Bay Triathlon – All Out Events requesting \$5,000. The subcommittee was unable to come to a consensus on this grant application.
<https://youtu.be/xonejdtmyEI?t=2h19m33s>

Tourism Manager and Board Member Yates introduced the item for consideration.

There was Board discussion on options for funding this event.

MOTION: Board Member Behman made a motion to approve the grant for the requested \$5,000. Board Member Yates seconded the motion.

The motion passed 3-2-1 Board Members Graves and Juren opposing and Board Member VanBeurden absent.

Chairperson Graves recommended that the rest of the meeting agenda be postponed.
<https://youtu.be/xonejdtmyEI?t=2h27m16s>

VII. REVIEW OF JUNE 2016 TRANSIENT OCCUPANCY TAX
Postponed.

VIII. MARKETING UPDATE
Postponed.

IX. DECLARATION OF FUTURE ITEMS
<https://youtu.be/xonejdtmyEI?t=2h27m32s>
a) Member Juren asked to discuss revamping Event Grant Application process.
b) Member Behman asked to discuss whether the Tourism Business Advisory Board should be involved in events in the future.
c) Member Behman requested a report on dissolution of Tourism Bureau and accounting of remaining funds.
d) Member Yates requested a full accounting of grants from last year.

X. ADJOURNMENT
<https://youtu.be/xonejdtmyEI?t=2h28m43s>

The meeting adjourned at 11:29 a.m. The next Regular Meeting will be held on Thursday, September 15th, 2016 at 9:00 a.m. at the Veteran's Memorial Hall located at 209 Surf Street, Morro Bay, California.

Recorded by:

Liz Gilson
Executive Assistant to City Tourism Manager

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MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – September 15, 2016
VETERAN’S MEMORIAL HALL – 9:00 A.M.

PRESENT:	Aaron Graves	Chairperson
	Taylor Newton	Member
	Jayne Behman	Member
	Charlie Yates	Member
	Maggie Juren	Member
ABSENT:	Paul VanBeurden	Member
STAFF:	Jennifer Little	Tourism Manager
	Liz Gilson	Executive Assistant

I. CALL TO ORDER

<https://youtu.be/9CW3XtAI9eY?t=49>

The meeting was called to order at 9:02 a.m.

II. PUBLIC COMMENT PERIOD

<https://youtu.be/9CW3XtAI9eY?t=101>

The public comment period was opened.

Penny Harrington President of the Morro Bay Merchant’s Association thanked Board for their approval of Winter Festival Grant and asked for Board approval for an extension to submit Award Form.

Joan Solu of Morro Bay asked that the Board think carefully before investing in bringing part of the 2017 AMGEN race to Morro Bay and that if they do, a request be made to fix the television commercial and the depiction of Morro Bay. She also made a recommendation that the grant approval process possibly go to the City Recreation Department.

Jennifer Little, City Tourism Manager updated the board on upcoming events.

The public comment period was closed.

III. REVIEW OF JULY 2016 OCCUPANCY TAX (“TOT”)

<https://youtu.be/9CW3XtAI9eY?t=571>

Manager Little explained how to find “TOT” on the City website.

Public comment was opened.

Joan Solu stated that she likes the public format of the “TOT” summary. She would like to know the total number of vacation rentals and feels that the average daily rate and Rev Par should be added to the report.

Public comment was closed.

Chairperson Graves encouraged all to attend the Visit San Luis Obispo (VSLOC) meeting September 21, 2016 at the Inn at Morro Bay.

Manager Little stated that Chuck Davison will be there to talk about activities that VSLOC is providing for Morro Bay.

Member Yates reminded the Board that the City Tourism staff and ASLOC staff have been in transition.

IV. DIGITAL WEST PRESENTATION

<https://youtu.be/9CW3XtAI9eY?t=1408>

Tim Williams CEO of Digital West gave a presentation on bringing high speed fiber optics to Morro Bay, the advantages especially for hospitality businesses, the 3 phases of installation and prepayment for services by the City.

V. MARKETING UPDATE BY MENTAL MARKETING

<https://youtu.be/9CW3XtAI9eY?t=2133>

Maryann Stanfield, Partner Mental Marketing, gave a quarterly update on types of campaigns, public relations strategies, and social media strategies.

The Board asked for information on how Mental Marketing is balancing “heads in beds” and generally bringing people to town.

Manager Little clarified.

VI. DISCUSSION OF REQUEST FOR PROPOSAL (“RFP”) FOR SALES MANAGER CONTRACT

<https://youtu.be/9CW3XtAI9eY?t=4690>

Manager Little commented on the proposal, requested that it be approved, and that she be allowed to post as soon as possible.

MOTION: Board Member Juren moved to approve the RFP and that the position may be posted. The motion was seconded by Board Member Newton and carried, 5-0-1 with Board Member VanBeurden absent.

VII. DISCUSSION OF TRADE SHOW SCHEDULE

<https://youtu.be/9CW3XtAI9eY?t=5603>

Manager Little discussed the details of the schedule.

Member Yates requested that funds be put aside in a contingency fund for unforeseen trade shows.

Arron Young, Sales Manager at the Inn at Morro Bay and former sales person for Morro Bay Tourism stated that he was available to answer any questions about past trade shows and is available to volunteer to assist at trade shows that Morro Bay Tourism is attending.

VIII. DISCUSSION OF 2017 AMGEN FINISH

<https://youtu.be/9CW3XtAI9eY?t=5607>

The Board agreed that this event is for the broad promotion of the City of Morro Bay.

Manager Little recommended that Morro Bay host the finish and not the start of the race, that issues that could have prevented this have been resolved, and discussed the best route. She further stated that it is a large endeavor that would have to be approved by City Council and that if the Board approves, TBID would put in \$25,000.

Ms. Stanfield of Mental Marketing stated that she could provide metrics from the promotion of the 2016 start of the race, and that this event is a brand awareness event and not just to get people into hotel rooms.

Public comment was opened.

Mr. Young from the Inn at Morro Bay stated that he is available as a resource, commented on the difficulties in hosting athletes for a race finish and that the Inn at Morro Bay is willing to host a viewing party.

Manager Little reiterated that she had spoken directly to the person that books the stay for the athletes and that they will work together to make it succeed.

MOTION: Board Member Behman moved to approve participation in the AMGEN race finish and TBID providing \$25,000. The motion was seconded by Board Member Newton and carried, 5-0-1 with Board Member VanBeurden absent.

IX. DECLARATION OF FUTURE ITEMS

<https://youtu.be/9CW3XtAI9eY?t=7463>

1. Discuss and take vote on approval or denial of extension to submit grant award form for Merchants Association Winter Street Fair.
2. Grant process
 - a. Should TBID still be responsible?
 - b. If yes what modifications need to be made?

X. ADJOURNMENT

The meeting adjourned at 11:07 a.m. The next Regular Meeting will be held on Thursday, October 13, 2016 at 9:00 a.m. at the Veteran's Memorial Hall located at 209 Surf Street, Morro Bay, California.

Recorded by:

Liz Gilson
Executive Assistant to Tourism Manager

CITY OF MORRO BAY
MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – OCTOBER 13, 2016
VETERAN'S MEMORIAL HALL – 9:00 A.M.

PRESENT:	Aaron Graves	Chairperson
	Charlie Yates	Vice Chairperson
	Maggie Juren	Member
	Taylor Newton	Member
ABSENT:	Jayne Behman	Member
	Paul VanBeurden	Member
STAFF:	Jennifer Little	Tourism Manager
	Liz Gilson	Executive Assistant
	Lori Kudzma	Deputy City Clerk

I. ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/VL6uR-LzKpQ?t=40s>

A quorum was established and the meeting was called to order at 9:03 a.m.

II. PUBLIC COMMENT

<https://youtu.be/VL6uR-LzKpQ?t=1m23s>

The public comment period was opened.

Margaret “Meg” Crockett of Pacific Wildlife Care spoke regarding the Soupabration event. Ms. Crockett apologized to the Board about some of the paperwork being filed late. They would like to continue with and also expand the event and hope there is still a chance their funding will be approved.

Susan Stewart, owner of Beads by the Bay, and also the President of the Merchant’s Association apologized for the delay in submitting their application. Ms. Stewart also expressed gratitude in the award of additional funds to work with Mental Marketing on promoting the event.

Ms. Stewart answered questions from the Board regarding participants and vendors.

Board Member Yates shared that his business is already getting reservations and inquiries on both of these events.

John Soller, Morro Bay resident and business owner, shared that he has seen a decline in the frequency of communication since the City took over tourism. Mr. Soller would like to see year-to-date occupancy and TOT collection reports added to the agenda packets.

Public comment was closed.

III. REVIEW OF AUGUST 2016 TRANSIENT OCCUPANCY TAX (“TOT”)

<https://youtu.be/VL6uR-LzKpQ?t=14m48s>

Tourism Manager Little gave the update. August numbers are down and it is believed to be largely due to the fires.

There was a discussion regarding vacation rentals and looking for a solution. Chairperson Graves shared that he attended the SLO City TBID meeting this week and that they are moving forward with aggressive enforcement of Airbnb's and vacation rentals.

There was further discussion about what other businesses bring people to town and/or are benefitting from the events and whether these businesses should also be contributing toward TOT.

Chairperson Graves suggested this topic be added to a future agenda so it could be discussed further. Chairperson Graves also stated that he would like to see the TOT report included in the agenda packets going forward.

Tourism Manager Little shared that a new finance director is in place and she should be able to get reports in a timelier fashion going forward.

Board Member Yates shared his thoughts about the August numbers being lower than anticipated. Mr. Yates shared that AAA was telling travelers that his business was closed due to the fires, when in fact they were not. Board Member Yates stated Morro Bay has the highest rates in the county and suggested a rate comparison be done that include Monterey and Santa Barbara.

Tourism Manager Little shared that there was a lack of participation from hotels and she is going out and meeting with hoteliers face-to-face in hopes of increasing awareness and participation.

Board Member Yates shared that he would like to continue to receive a calendar of events for his agents. It's important to know what's going on in the region.

Public comment: None.

IV. VISIT SAN LUIS OBISPO COUNTY (VSLOC) PRESENTATION

<https://youtu.be/VL6uR-LzKpQ?t=27m59s>

Chuck Davison from Visit Slo County (VSLOC) shared that the VSLOC website has a calendar of events in the County and that Morro Bay has access to add their items. Their calendar is emailed out weekly. Also, Mr. Davison noted that RV parks and hostels are included and paying County tourism tax and suggested Morro Bay may want to look at including those types of businesses during the renewal process with the City.

Chuck Davison gave the presentation of what has VSLOC done for Morro Bay. He went over the following topics: 2015/2016 Wins, Resources, Leads Management, Airport Development, SAVOR on the Road, Things on the Horizon, and Looking Forward.

Mr. Davison answered questions from the Board.

There was a discussion about how the Minimum Revenue Guarantee (MRG) would work when developing another new flight to the airport.

Mr. Davison distributed VSLOC's 2015/2016 Annual Report to the Board and shared that it is also available on their website.

V. **MARKETING UPDATE**

<https://youtu.be/VL6uR-LzKpQ?t=58m38s>

Tourism Manager Little asked that item "c" be moved to the beginning of this section as Meg Crockett had been waiting for her item to be brought forward. The Board agreed.

c. Discussion of Merchants Association and Soupabration's request for extension

Tourism Manager Little recommended the Board agree to extend the deadline for both of the late submittals and fund as previously agreed.

There was discussion about coordinating the Soupabration event with the triathlon. Ms. Crockett shared she had made contact and the triathlon coordinator is going to send the Soupabration information to their participants.

Board Member Newton shared that he had a discussion with the triathlon coordinator and there may be room for further collaboration in the future.

Public comment: None.

MOTION: Board Member Juren made a motion to accept the request for an extension and award \$2,000 to the Soupabration event. Board Member Newton seconded the motion. The motion passed 4-0-2 with Board Members Behman and VanBeurden absent.

Tourism Manager Little recommended that the Board approve the resubmittal by the Merchant's Association and fund as previously agreed.

<https://youtu.be/VL6uR-LzKpQ?t=1h5m39s>

Public comment: None.

MOTION: Board Member Newton made a motion to award the amount that was approved at the prior meeting and to approve the request for the extension of time. Board Member Yates seconded the motion. The motion passed 4-0-2 with Board Member Behman and VanBeurden absent.

a. Monthly Marketing Report

<https://youtu.be/VL6uR-LzKpQ?t=1h8m27s>

Tourism Manager Little went over the numbers that were provided by Mental Marketing. Numbers for the month of September are up.

There was discussion about the level of participation during the most recent promotion and how to interact with hoteliers to get a higher rate of participation.

There was a discussion about Jack Rabbit and whether or not to continue. Chairperson Graves would like to see year-over-year comparison numbers.

Tourism Manager Little went over the November/December Marketing Campaign.

The Board took a brief recess at 10:28 a.m.
The Board reconvened at 10:34 a.m.

Tourism Manager Little wrapped up the Marketing Campaign item.

- b. AMGEN Update
<https://youtu.be/VL6uR-LzKpQ?t=1h29m54s>

Tourism Manager Little shared that the City Council approved moving forward with AMGEN. Ms. Little also went over the potential “Asks” list for the event.

- d. Morro Bay Brand Development – Community Workshop to be held Wednesday, October 12th from 6:00 – 8:30pm in the Vets Hall
<https://youtu.be/VL6uR-LzKpQ?t=1h33m1s>

Tourism Manager Little shared that Plan Morro Bay is spearheading this brand development and asking for community input.

There was discussion about how many times the branding has changed, whether or not TBID funds were being used for this, and how this could affect tourism.

- e. Yosemite National Park Journal ad and photos
<https://youtu.be/VL6uR-LzKpQ?t=1h38m10s>

Tourism Manager Little recommended that the Board pass on this issue but may want to consider a future issue.

- f. Roger Brooks
<https://youtu.be/VL6uR-LzKpQ?t=1h39m23s>

Tourism Manager Little shared information about an upcoming opportunity with Roger Brooks, October 27 & 28, 2016.

- g. Website
<https://youtu.be/VL6uR-LzKpQ?t=1h50m6s>

- i. Add landing page for new promotion
- ii. SEO information

Tourism Manager Little shared some challenges they have been working through.

VI. [DECLARATION OF FUTURE AGENDA ITEMS](https://youtu.be/VL6uR-LzKpQ?t=1h51m4s)

Chairperson Graves shared that the previous meeting minutes will be on the next agenda.

Chairperson Graves would also like to see the VSLOC minutes added to the end of each meeting to keep all members informed.

The TOT Report should appear on all agendas, along with a screen presentation during the meeting.

Board Member Newton would like to see a discussion on how to help develop the interaction with hoteliers.

Board Member Juren would like information on how the TBID Board can help move the issue of vacation rentals forward, including steps involved.

Board Member Yates would like to see the articles generated that are mentioned in the marketing report. Tourism Manager Little will have the articles added to the website for review.

VII. ADJOURNMENT

<https://youtu.be/VL6uR-LzKpQ?t=1h59m48s>

The meeting adjourned at 11:05 a.m. to the Special Meeting scheduled to immediately follow. The next Regular Meeting will be held on Thursday, November 10, 2016 at 9:00 a.m. at the Veteran's Memorial Hall located at 209 Surf Street, Morro Bay, California.

Recorded by:

Lori M. Kudzma
Deputy City Clerk

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MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
SPECIAL MEETING – OCTOBER 13, 2016
VETERAN’S MEMORIAL HALL – 10:45 A.M.

PRESENT:	Aaron Graves	Chairperson
	Charlie Yates	Vice Chairperson
	Maggie Juren	Member
	Taylor Newton	Member
ABSENT:	Jayne Behman	Member
	Paul VanBeurden	Member
STAFF:	Jennifer Little	Tourism Manager
	Liz Gilson	Executive Assistant
	Lori Kudzma	Deputy City Clerk

- I. **ESTABLISH QUORUM AND CALL TO ORDER**
A quorum was established and the meeting was called to order at 11:12 a.m.

- II. **PUBLIC COMMENT**
The public comment period was opened. Seeing none, the public comment period was closed.

- III. **DISCUSSION AND RECOMMENDATION REGARDING MORRO BAY WINTER BIRD FESTIVAL FUNDING**
Tourism Manager explained to the Board that the application was submitted on time but had been misplaced. Ms. Little recommends the Board fund as requested with a request that a booking link be added to their website.

There was a brief board discussion.

MOTION: Board Member Yates made a motion to approve the request for \$3,750 and request that the link to morrobay.org be added to their website. The motion was seconded by Board Member Juren. The motion passed 4-0-2 with Board Members Behman and VanBeurden absent.

- IV. **DECLARATION OF FUTURE AGENDA ITEMS**
There were no future agenda items declared.

- V. **ADJOURNMENT**
The meeting adjourned at 11:15 a.m. The next Regular Meeting will be held on Thursday, November 10, 2016 at 9:00 a.m. at the Veteran’s Memorial Hall located at 209 Surf Street, Morro Bay, California.

Recorded by:

Lori M. Kudzma
Deputy City Clerk

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AGENDA NO: VI

MEETING DATE: November 10, 2016

Staff Report

TO: Tourism Business Improvement District Board **DATE:** November 1, 2016
FROM: Jennifer Little, City of Morro Bay, Tourism Office
SUBJECT: Search Engine Optimization (SEO) Proposals and Recommendation

RECOMMENDATION

TBID Board review and affirm staff's recommendation to award a 12-month contract to Pacific Leisure Marketing effective November 10, 2016.

BACKGROUND

The current contract that was executed in 2015 with Mobi-Manage does not include SEO implementation and management of www.morrobay.org. Two proposals have been submitted for TBID review.

- Proposal 1) Mental Marketing and Scot Apathy
- Proposal 2) Pacific Leisure Marketing and Rick Turton

Both proposals are offering a high level of service to start the contracts to get www.morrobay.org up to speed before spring. The contract outline by Pacific Leisure Marketing offers an extensive background in not only tourism but also in our region in California. Mr. Turton not only resides in central California but he has made this area his primary focus for hotel and Destination Marketing Organization (DMO) marketing through a high level of SEO integration and management.

Estimated cost of this contract will be: \$9,000.

ATTACHMENTS

1. Mental Marketing overview and estimate
2. Pacific Leisure Marketing overview and estimate

Prepared By: JL

Deputy City Manager Review:

Mental Marketing / SEO

SEO Overview:

The Morro Bay website, which is delivered via the Content Management and Web Platform mobimanager, needs a hands-on approach to ensuring that SEO and analytics functionality are running and tracking accurately. Since the site is used for timely promotional marketing pages, it is important to ensure that proper tagging is set up for new events.

Search Engine activity reporting for the site will be set up and tracked primarily through Google Webmaster Search Console. The Search console tracks click through, views (impressions) and relevancy for each page of the site, and maintains indexing and error crawling statistics as well as link through and link back data.

The mobimanager platform has built-in SEO tools to manage keyword, title and other meta information, but the site is currently only tagged on a handful of top-level pages.

Mental SEO Manager: Scot Apathy / Director of Interactive and Social Networking

A true Internet pioneer in the broadest sense, Scot worked as a leading strategist, developer and entrepreneur since the inception of the modern internet in 1993. Scot led development teams delivering leading-edge websites including the first website for a video game publisher in 1994, the first internet video streaming trimulcast in 1996, and the development of the first Internet Television show. His Internet innovation and ground-breaking websites have been featured in magazines such as Wired, New Media Magazine, AV/Video Multimedia Producer, MicroPublishing Times and the Silicon Valley-San Jose Business Journal.

In 2007, Scot worked on the Dipdive platform, the artist media-centric social network and fan community vision of will.i.am (of the Black Eyed Peas). Scot pioneered community-based interaction and established the early social network lifestyle paradigms through the development and implementation of customized real-time chat, guestbook, forum posting and real-time traffic reporting software that are still in use today.

Scot spearheaded Internet strategy and development for leading brands including Universal Music, Specialized Bicycles, Electronic Arts, CBS Radio and numerous start-ups funded by GoldmanSachs, Kleiner Perkins, HummerWindblad, PacRim, Ridgewood Capital, and Advance Ventures.



Estimate

Jennifer Little, Tourism Manag
 Morro Bay Tourism Bureau Office
 695 Harbor Street
 Morro Bay CA 93442
 jlittle@morrobayca.gov

Date 10/24/16
Number MORRO-066
Revision Original
AE/Team MS

Cost Center:
Due Date: 11/02/16

Name/Title: Morro Bay SEO Management 2016 - 17
Contact: Maryann Stansfield
Phone: 805-283-6254
Desc/Specs: SEO set up and monthly mgmt.

Description	Estimate:
Account Management <i>One Time Set-up Fee for the Following:</i> - Work with mobimanager to make sure Morrobay.org has the most current SEO module in the CMS and to apply SEO focus keywords and tags to Promotions, event, deals and any other relevant pages. - Update SEO information (focus keywords, tile and meta descriptors) for all relevant pages within the site. -Update as needed for the overall SEO health of the site and associated internal pages and external links.	\$2,000.00
Client Services Subtotal:	\$2,000.00
Search Engine Optimization <i>Monthly Fee:</i> - Weekly fine tuning as needed for the overall SEO health of the site and associated internal pages and external links. - Check Google Search Console a minimum three times weekly for errors or drastic changes -The November Fee is included in set up, this would be for December Monthly Fee	\$500.00
Interactive Subtotal:	\$500.00
TOTAL	\$2,500.00

This estimate includes 3 rounds of revisions. If additional are needed, you may incur additional costs. Your payment must be received within the specified payment terms per our Contract or specified on the Accounts Receivable Invoice. If not paid in full by payment date, a 1.5% finance charge will be added to your balance.

Approvals:

Account Manager _____ Date: _____
 Client _____ Date: _____

Date: October 29, 2016

Subject: MorroBay.org SEO Work Scope Proposal

SEO Proposal Outline

Based on a 12 month time frame:

1. Build Baseline Report from historic Google Analytics:
 - a. Gain access to current Google analytics account
 - b. Build 3 year history of website site visitors that are coming to site via organic search
 - c. Break into subcategories of Google, Yahoo & Bing traffic sources
 - d. Create Y/Y comparisons to identify trending
 - e. When completed present this report with analysis.
 - f. NOTE: Pacific Leisure has access to Google Analytics stats prior to December 8, 2015
2. Conduct a website analysis using best practices for SEO as a metric:
 - a. Examine site's Page Title tags, META Description tags, use of Headline tags (H1, H2 & H3), check for page content and use of keyword phrases. Also check on internal and external linking.
 - b. Utilize both first hand inspection and with the assistance of online tools.
 - c. Create a tactical plan of how to address issues uncovered in 2.a
 - d. Determine how changes are going to be made to website with reference to tactical plan
3. Submitting initial SEO changes to search engines:
 - a. Create accounts for Google Search Console (formerly Google Webmaster Tools) & Bing Webmaster Tools.
 - b. These two tools will be used to force Google and Bing/Yahoo to index the site when any SEO related changes have been made to website.
 - c. They will also be used to track website's health and other issues.
 - d. Both search engines will be monitored in order to see when new indexing has been completed.
4. Tracking Results:
 - a. Create a keyword search results tracking spreadsheet to track up to 20 keyword phrases in Google and up to 6 phrases in Bing. Every other month enter the results from actual searches.
 - b. Compare results with tactical plan goals.
 - c. Check competitor sites that return higher results for various keyword phrases.
 - d. Modify and execute plan to address keyword tracking results.
5. Repeat SEO tactics from above and keep modifying tactical plan on a monthly basis:
 - a. Each month the historical baseline report will be updated and submitted.
6. Goals:
 - a. Without the knowledge of where the current website's organic search traffic is at, in relation to Y/Y comparison, it is hard to set a reasonable goal.
 - b. Generally an increase in Y/Y visitors via organic search in the magnitude of 15% should be obtainable.
7. Timeline:

Pacific Leisure Marketing

Website Development | Digital Marketing

- a. First two months - spend up to 15 hours each month. This should be enough time to accomplish items 1, 2 & 3 above.
- b. For months 3 through 12 - spend up to 10 hours. These hours will be focused on building toward the goal using the original tactical plan that is being modified and updated as the SEO program results are analyzed.
- c. Hourly cost for 1 year contract = \$65/hour, normally \$95/hour for less than 1 year.

About Pacific Leisure Marketing

Pacific Leisure Marketing has been in website development and digital marketing since 1994. I have specialized in the lodging and tourism market. I have a long history with all phases of destination marketing. I was an early pioneer in virtual tour photography. I helped develop many of the Best Western co-op websites. I have been working in SEO for almost 20 years. I consult and guide a wide range of travel sites on their SEO strategy. I have created over 40 Wordpress driven websites and are very familiar with its framework. My background came out of retail which has created my unique perspective on importance of ROI.

Some current travel/tourism clients:

<http://www.classicalifornia.com/> - Design, Maintenance, Updates & SEO

<http://highway1discoveryroute.com/> - Updates & SEO

<http://www.visitavilabeach.com/> - Design, Maintenance, Updates & SEO

<http://www.duderanches.com/> - Design, Maintenance, Updates & SEO

<http://www.tombstonemonumentranch.com/> - Design, Maintenance, Updates & SEO

<http://www.circlez.com/> - Design, Maintenance, Updates & SEO

<http://www.whitestallion.com/> - Design, Maintenance, Updates & SEO

<http://www.bayfront-inn.com/> - SEO

<http://www.mardigrasinn.com/> - SEO

<http://www.edgewaterinn.com/> - Design, Maintenance, Updates & SEO

<http://www.pioneerinn-maui.com/> - Design, Maintenance, Updates & SEO

<http://www.azdra.com/> - Design, Maintenance, Updates & SEO

I look forward to working again with Morro Bay.

Thanks,

Rick Turton

Pacific Leisure Marketing
610 Cypress St. Pismo Beach, CA 93449
Cell: 805-441-5085 | Email: rick@pacificleisure.com

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October 2016 Marketing Report

October 2016 Website, Social and Advertising Analytics

September Web Stats

- Website Unique Visitors: 20,319 **(+41%)**
- Lodging Page Views: 3,076 **(+32%)**
- Jack Rabbit Searches: 3,841 **(+98%)**
- Jack Rabbit Referrals: 1,707 **(+20%)**

Advertising Stats to Date

- Paid Digital Impressions: 8.4 M
- Clicks to Morrobay.org: 44,108
- CTR: .52% (*industry average .1%*)
- FB Ad Campaign Impressions: 1.3 M
- FB Ad Campaign Clicks: 24,469

October Social Media Stats

- **Facebook Likes:** 43,987 (+6482 likes, **+17%**, since July 1)
 - **Page Engagement:** 8,780 (-18.2%)
 - **Weekly Reach:** 102,139 (-28.1%)
- **Twitter Fans:** 1,741; (-03% several clients are down on twitter, researching trend)
- **Instagram Fans:** 8,141 **(+20% since July 1)**
 - **Instagram impressions:** 160,000

Marketing Campaigns

Maritime Month Program: September 15 – October 31

Final Results:

- Maritime Month Landing Page Clicks: 4,403
- Jack Rabbit Searches: 13,554
- Jack Rabbit Lodging Referrals: 6,730
- Lodging Page Visits: 4,614

Getaway Contest: August 24 – October 31

Final Results:

- Getaway Month Entrants: 1,873
- Total Page Visits: 3,485
- Gained FB Followers: 440
- FB Shares: 530
- Landing Page Clicks: 1,279



November and December Booking Campaign: October 24 – December 31

Overview: Focus of this campaign is for bookings in November and December with an emphasis on family reunions. We are targeting travel decision makers for families and boomers with disposable income in target markets Los Angeles, San Joaquin Valley and the Bay area. The offer is a value ad call to action, versus a lodging call to action, offering kids free items when they book two nights including whale watching, clam chowder, taffy, entrance to 3 Morro Bay museums, and more.

Results to Date:

- Landing Page Clicks: 523
- Jack Rabbit Booking Links: 43



Grant Fund Event Results to Date:

San Salvador: \$5000 Grant

- Estimates conclude that there were about 11,000 tours; final results pending
- SLO Tribune/Valley Digital: 481,599 Impressions; 1,507 Clicks; CTR: .31%
- SLO Tribune Print Ads: 14 ads; 420,000 circulation total
- AGM Radio: 98 radio spots
- KSBY TV/SLO/SB: 60 spots; 400,000 reach
- KCBX SLO/SB: 24 spots; 140,000 reach
- MB.org event listing: 1,700 clicks
- Facebook Promo: 210 clicks
- MB.org Jack Rabbit Booking Link on SS Event Site: 150 clicks



Morro Bay Triathlon

- MB.org Jack Rabbit Booking Link on Event Site: 108 clicks
- FB promotion: 365 clicks

Soupabration

- MB.org Jack Rabbit Booking Link on Event Site: 81 clicks
- FB promotion: 305 clicks
- MB.org event listing: 162 clicks

Surfboard Art Fest

- SLO Tribune/Valley Digital: 59,286 Impressions; 80 Clicks; CTR: .13%
- MB.org Jack Rabbit Booking Link on Event Site: 5 clicks
- Facebook promo: 78 clicks

September Public Relations Activities

- Visit California Media Marketplace - Los Angeles Event Re-Cap
Dates: September 26-28, 2016
Media Mission: Los Angeles Media Market
Event Overview: Mental Marketing attended the Visit California Media Reception Event on September 27, 2016 in Los Angeles and conducted desk side meetings with key travel media.
Event Details:
 - 90 travel media attended the event
 - 25 meetings were conducted during the event
 - 50 press kits were picked up at the event
 - Deskside Details: In addition to the event, we conducted desk side meetings with the following travel journalists in the Los Angeles market:
 - Los Angeles Times**
 - Los Angeles Magazine**
 - KTLA**
 - Freelancer Alison Gee (outlets: **The New York Times, Sunset, The Wall Street Journal**)
 - Freelancer Tanvi Cheda (outlets: **Delta Sky, Travel + Leisure**)
 - Event Follow-Up: Personal emails were sent to all 90 attendees, 74 no-shows,
 - Follow-Up Response: actively pitching 35 who have responded with interest
- Follow up with visiting journalist: Savi Munjal, Outlet: **Afar.com**, (UVM: 700,000)
Bruisedpassports.com (UVM: 125,000)
- Freelancer Anda Galffy has asked that we get back to her in January for a possible visit. She is the editor, writer and photographer for "**Travel Notes & Beyond**," a website that focuses on worldwide destinations, art, food and culture.
- **KTLA** possible coverage
- The Desert Sun, Kathy Strong, has asked Hilary to get back in touch after the holidays.
- Wrote and sent Boomer Pitch to **AARP** per Editorial Calendar



- Got Gold Pass Program through VisitCA to cover care of Wendy Altschuler's travel costs. She is visiting Morro Bay March 26-28- Morro Bay. She writes for **The Daily Meal, Red Tricycle, Make it Better, Spafinder, Modern Luxury.**
- Submitted Pitches:
 - What' New for Black Diamond
 - What's New to VisitCA
 - Morro Bay Story Ideas to Visit SLO for SATW

Press Releases written, sent out over PR Newswire and to Mental's Proprietary List:

- Kid's PASSPORT of goodies!
- Amgen Announcement Release
- The Secret Is Out: November and December Is The Perfect Time To Visit Morro Bay, CA (sending to OWAC list)

Visiting Media:

- Barbara Beckley, LA Times, Alaska Air October 10-13
- Kristine Dworkin, Trekaroo, November 4-6
- Polina Steier, November 11-13
- Howard Hain, Military Magazine November 17-19
- Linda Hafizi, Elite Magazine, TBD
- Wendy Alschuler, Daily Meal, TBD
- Daisy Barringer, Event Brite, December





October 2016 Press Clips

Press Release: Kid's PASSPORT of Goodies!

254M

ONLINE READERSHIP:

422K

ESTIMATED COVERAGE VIEWS:

1.15K

SOCIAL SHARES:

44

LINKS FROM COVERAGE:

9.31K

YOUTUBE VIEWS:

3.8M

PUBLICITY VALUE:

1.27M

AD VALUE:

424

MEDIA VIEWS:

1.14K

ORGANIC WEB HITS:



ATOD {magazine™}

a taste of dawn

INTERVIEWS / FOOD + DRINK / LIFESTYLE / #THEATOD5 / FAB EVENTS / FYI / DO GOOD

BY DAWN GARCIA / #STAYCATION, CALIFORNIA, EAT | DRINK, TRAVEL, WINE COUNTRY CA / OCTOBER 17, 2016

FAMILY FRIENDLY MORRO BAY



Family Friendly Morro Bay

Seascapes, Surreys and Seals!

photos by Dawn Garcia

M **Morro Bay** is a magical place. The lure of a fishing village with a story to tell, serene settings and incredibly nice locals makes you feel like you've stumbled upon a Californian pearl.

From salt water taffy to waking up in the morning and getting a fresh latte where you'll be greeted with countless dogs on walks basking in the marina to the call of the sea lions, my daughter and I felt like we were in the scene of a movie. It's visually stunning ...

SEARCH

SEARCH Q

SOCIAL

f t p i v

11.10.16 TBID Page 39 of 68

ATOD Magazine: A Taste of Dawn

OCT 17 2016

(EST.) MONTHLY VISITS: **250K**

(EST.) COVERAGE VIEWS: **37.5K**

DOMAIN AUTHORITY: **31**

LINKS FROM COVERAGE: **1**

f	t	in
160	73	1





Home > travel > Our First Family Vacation Moments In Morro Bay

f 2 i 73 G+ 2 t 206 t 283 SHARES



Yesterday marked the start of our travel season! We lay low around Southern California

FOLLOW US ON YOUR FAVORITE:

f 233.6K FANS	t 74.7K FOLLOWERS	g+ 17.3K FANS
i 33.3K FOLLOWERS	i 33.7K FOLLOWERS	YouTube 1.4K SUBSCRIBERS
38.1K COMMENTS	432.2K FANS LOVE US	

SUBSCRIBE TO OUR REESE FAMILY YOUTUBE CHANNEL FOR DAILY VLOGS!



It's a Lovely Life

SEP 16 2016

(EST.) MONTHLY VISITS: **400K**

(EST.) COVERAGE VIEWS: **39.3K**

DOMAIN AUTHORITY: **40**

LINKS FROM COVERAGE: **1**

f 8 t 260 i 2 p 74





HEATHER SEPTEMBER 22, 2016 7:59

7 Reasons To Take A Weekend Family Getaway To Morro Bay California

TRAVEL

SHARE f t i p

Home > travel > 7 Reasons To Take A Weekend Family Getaway To Morro Bay California

f
1
302
6
70
t
379 SHARES

Full time in Central California is made for family weekend getaways. The crowds have thinned out, and the weather is still perfect. There is a touch of warmth in the air lingering from summer with those cool breezes sweeping up from the bay. Plus, it is just over three hours above Los Angeles which makes it convenient for a quick vacation.

We spent just about 48 hours in Morro Bay having fun, making memories and recharging. Special thanks to [Discover Morro Bay](#) for hosting our visit.

Here is how we spent our family vacation:



FOLLOW US ON YOUR FAVORITE:

f 233.6K FANS	t 74.7K FOLLOWERS	g+ 17.3K FANS
i 33.3K FOLLOWERS	ig 33.7K FOLLOWERS	yt 1.4K SUBSCRIBERS
cm 38.1K COMMENTS	h 432.2K FANS LOVE US	

SUBSCRIBE TO OUR REESE FAMILY YOUTUBE CHANNEL FOR DAILY VLOGS!



It's a Lovely Life

SEP 22 2016

(EST.) MONTHLY VISITS: **400K**

(EST.) COVERAGE VIEWS: **39.3K**

DOMAIN AUTHORITY: **40**

LINKS FROM COVERAGE: **1**

f t i p
6 **110** **6** **300**



Choose your language. You're viewing YouTube in English (US). You can change this preference below. Learn more



ROAD TRIPPIN' TO MORRO BAY, CA

Reese Family
Subscribe 1,441

4,789 views

Add to Share More 3 0

Published on Sep 16, 2016

First Day of Our Road Trip to Morro Bay California. We checked into the Inn At Morro Bay, and went on the Black Hills hike

SHOW MORE

COMMENTS

Add a public comment...

Up next Autoplay

PADDLEBOARDING THE BAY - MORRO BAY CA
Reese Family
4,511 views

HIGH IN THE SKY! - Wisconsin Dells, Zip Lines, Aerial
Reese Family
2,541 views

DEVILS LAKE! Wisconsin Dells Area State Park, Wilderness
Reese Family
16 views

RUFUS GOES TO CAMP!
Reese Family
9,024 views

SEARCHING FOR MOONSTONES! CAMBRIA, CA
Reese Family
7,703 views

Cambria - California Travel Tips
California Travel Tips
28,225 views

Motorcycle Ride to HWY 1 Big Sur - Monterey - Santa Cruz -
Bobby Crooks
39,041 views

ANNE GOES TO: Big Sur | yummiEBitez
yummiEBitez
10,905 views

California Trippin' | Ultimate Road Trip in HD
Katrina Sorrentino
97 views

The GREATEST Clam Chowder EVER! | Splash Cafe | Pismo
Vince Lyburn
169 views

Star Wars Launch Bay tour at Disneyland (formerly Inside the Magic
317,609 views

California 2016 | Escape Campervan Road Trip HD |
Xavier François
665 views

CA Highway 1 PCH - Drivelapse Series 3
TamiyaRunner
256 views

YouTube Road Trip to Morro Bay

SEP 16 2016

YOUTUBE VIEWS:

4.79K

YOUTUBE LIKES:

3



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PADDLEBOARDING THE BAY - MORRO BAY CA

Reese Family
Subscribe 1,441

4,511 views

Add to Share More

2 0

Published on Sep 17, 2016

So much action today in Morro Bay! Paddleboarding, Morro Bay Skateboarding Museum, riding a surrey, taffy store, coffee, Shine Vegan, Inn At Morro Bay, Beach, Morro Rock, and more

SHOW MORE

COMMENTS

Add a public comment...

Up next Autoplay

HIGH IN THE SKY! - Wisconsin Dells, Zip Lines, Aerial
Reese Family
2,541 views NEW
14:19

Bat Ray Day
Randy Rutkowski
2 views NEW
11:51

ROAD TRIPPIN' TO MORRO BAY, CA
Reese Family
4,776 views
19:35

DEVIL'S LAKE! Wisconsin Dells Area State Park, Wilderness
Reese Family
16 views NEW
23:45

SEARCHING FOR MOONSTONES! CAMBRIA, CA
Reese Family
7,703 views
12:34

SEAL WATCH! - ELEPHANT SEAL VISTA POINT, HEARST CASTLE
Reese Family
15,337 views
11:17

Sandcastle Inn Pismo Beach - Pismo Beach Hotels, California
US Travel Directory
191 views
9:14

Sandcastle Inn Pismo Beach
Top Shelf Entertainment
21 views
1:06

Sandcastle resort myrtle Beach 2015
VTX Nut
430 views
1:20

Estero Inn - Morro Bay - Marine Suite - 07 29 2010
tbeecher
545 views
1:58

Morro Bay Whale Shot Underwater from an SUP The
The Paddleboard Company
746 views
1:44

Bay View Inn - Morro Bay, Morro Bay Hotels - California
US Travel Directory
25 views
3:29

Spyglass Inn Pismo Beach
JJ McGovern
693 views
11:44

YouTube Paddleboard Video

SEP 17 2016

YOUTUBE VIEWS:

4.52K

YOUTUBE LIKES:

2





It's a Lovely Life by Heather Delaney Reese @ItsALovelyLife

- Home
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- Likes
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- Email Signup
- Videos
- Posts**

Create a Page

The Reese Family

New Videos Daily



Like Message Share More

Watch Video

It's a Lovely Life by Heather Delaney Reese with Morro Bay CA September 16



2.6K Views 130 Likes 2 Comments 1 Share

Share

Search for posts on this Page

PEOPLE

233,356 likes

ABOUT



Hi I'm Heather, a family travel + lifestyle author and creator of It's a Lovely Life! I share my fun family's moments & adventures in our daily videos!

http://itsalovelylife.com/

Facebook Video Road Tripping in Morro Bay

“ 2.6K Views of Road Tripping to Morro Bay



It's a Lovely Life by Heather Delaney Reese
@ItsALovelyLife

- Home
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- Photos
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- Videos
- Posts**

Create a Page

The Reese Family

New Videos Daily



Like Message Share More

Watch Video

It's a Lovely Life by Heather Delaney Reese with Morro Bay, California at Morro Rock.
September 17 · Morro Bay, CA, United States
This is why we love vacationing in Morro Bay!



1.2K Views
15 Likes

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ABOUT



Hi I'm Heather, a family travel + lifestyle author and creator of It's a Lovely Life! I share my fun family's moments & adventures in our daily videos!

http://itsalovelylife.com/

Facebook Video of Paddleboarding in MB

“ 1.2K Video Views of Paddleboarding in Morro bay

SLO County Hike of the Week: Cerro Cabrillo



The Cerro Cabrillo Trail at Morro Bay State Park is an intense climb, but the views are worth it. **Dan IteI** - ditel@thetribunenews.com

BY DAN ITEL
ditel@thetribunenews.com

The trail: [Cerro Cabrillo at Morro Bay State Park](#). From San Luis Obispo, head north on Highway 1 toward Morro Bay for approximately 9 miles. Take exit 277 toward Los Osos/Baywood Park to South Bay Boulevard. After 1.4 miles, turn left onto the Quarry Trailhead's gravel parking lot.

Distance: 2 to 4 miles, depending on which trails you take to the Cerro Cabrillo summit. Taking the Quarry Trail directly to Cerro Cabrillo is about 2.5 miles round trip.

Difficulty: Moderate to extreme. The trails surrounding Cerro Cabrillo are normal dirt pathways that traverse the rolling hills surrounding the peak. The trail to the summit starts off steep and progresses into light rock climbing to reach the top.

Tips: You'll be thankful for a pair of good-quality hiking shoes — short of actual climbing shoes — for the trip to the top. There's no fresh water available at the trailhead, so bring your own. And there's not much shade, so a hat and sunscreen are advisable.

Dogs: Not allowed on [Morro Bay State Park](#) trails.

Parking: On the Sunday morning I went, parking was plentiful in the gravel lot at the Quarry Trailhead.

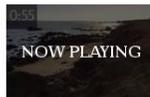
Facilities: None.

Description: First, a disclaimer. The trail to the top of Cerro Cabrillo — the highest point in the park at about 900 feet — is pretty intense. It involves a steep incline and climbing over boulders on an unmaintained trail over the final quarter-mile. But there is good news for those looking for a more leisurely hike: There are plenty of trails surrounding the peak:

VIDEOS



Hiking Estero Bluffs State Park



Hiking Estero Bluffs State Park



Still Frothy Surf Festival hits Pismo Beach



Hiking Harmony Headlands State Park

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Central Coast fishing report, September 26-October 2

Surfers shred Pismo Beach during 7th-annual Still Frothy surf contest

SPORTS VIDEOS



(EST.) MONTHLY VISITS: **869K**

(EST.) COVERAGE VIEWS: **3.06K**

DOMAIN AUTHORITY: **75**

160

A-Town Daily News

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You are here: Home > Top Stories > Spanish Galleon anchors in Morro Bay

Spanish Galleon anchors in Morro Bay

Posted: 2:59 am, October 7, 2016 by News Staff



Photo by Maritime Museum of San Diego.

Ship will set sail for San Diego on Monday

-The replica of the San Salvador is attracting large crowds in Morro Bay. The Spanish Galleon remains in the harbor through the weekend. Around noon Monday, it will set sail for San Diego. The vessel is visiting in support of Morro Bay Maritime Museum. The San Salvador is one of a dozen historic vessels at the Maritime Museum of San Diego.

Juan Rodriguez Cabrillo sailed the San Salvador along the California coastline in 1542. During the voyage up the Central Coast, Cabrillo named Morro Rock. Chumash and Salinans paddled tomols and canoes out to greet the ship. They asked to trade local fish for blue beads. They apparently learned of the blue beads from other Native Americans, who sent word north from San Diego before the ship's arrival.

The vessel is open for tours from 10 a.m. until 4:45 Friday and Saturday; and 10 a.m. to 4 p.m. on Sunday. Oct. 9 is the last opportunity to see the vessel while it still resides in Morro Bay.

For more information visit the Morro Bay Maritime Museum website, www.morrobaymaritime.org

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Morro Bay Winter Bird Festival

Event ID: 186335
January 13, 2017 - January 16, 2017
6:30 AM - 6:00 PM
Price: FREE vendor area; fees for field trips

Morro Bay Community Center
 1001 Kennedy Way
 Morro Bay, CA

Venue Information:
Phone: 805.234.1170
Email: marketing@morrobaybirdfestival.org
Web: <http://morrobaybirdfestival.org/>

The Morro Bay Winter Bird Festival is a yearly eco-tourism event promoting an understanding and appreciation of birds and other wildlife and an awareness of environmental and conservation issues of the Central Coast, while contributing to the well-being of the Morro Bay community. The event is sponsored by the Morro Coast Audubon Society in collaboration with California State Parks, the Central Coast State Parks Association, and the City of Morro Bay.

The 2017 Festival will have over 130 events including Nature Track events— events include field trips, workshops, presentations and Special Events. All-day and half-day tours take participants to a wide variety of habitats, including deep water pelagic, oak woodland and riparian, wetland and estuary, and the unique grassland habitat of the Carrizo Plain. Workshops cover a vast array of topics ranging from beginner birding classes to gull identification and a new workshop on bats. Volunteers have organized a packed Saturday 'Family Day', which is open to the public and does not require pre-registration.

A variety of vendors will be present with nature-related artwork, books, field equipment and attire, and local merchant wares. A number of the events are geared toward birders who are also photographers. Birders of all levels are welcome, and the schedule identifies programs especially appropriate for beginners or children, as well as programs that are wheelchair accessible.

The Winter Bird Festival headquarters are at the Morro Bay Community Center at 1001 Kennedy Way. All field trips originate from this location unless otherwise noted in the brochure. You will be provided a map showing all venues when you pick up your registration packet.

This listing courtesy of [CA Watchable Wildlife](#)

CA Watchable Wildlife

(EST.) MONTHLY VISITS: **13.4K**

(EST.) COVERAGE VIEWS: **2.35K**

DOMAIN AUTHORITY: **29**





COAST NEWS

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Neil Farrell

BAY NEWS

Flotilla Greet San Salvador in Morro Bay

1 week ago 52 Views 2 Min Read



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The tall ship, San Salvador, appeared through an eerie, pea-soup fog that enveloped Morro Bay Harbor, and completely obscuring the famous Morro Rock on Thursday, Sept. 29 for a 10-day stay through Sunday, Oct. 9.

A flotilla of vessels — from a dragon boat racing canoe, to a Coast Guard motor lifeboat, harbor patrol, sailboats, power boats, kayaks, paddle boards, the Chablis and Papagalgo II party boats, and even three handmade reed canoes, fashioned by members of the Salinan Tribe, greeted and escorted the tall ship into the harbor. The flotilla was organized by the Morro Bay Maritime Museum Association and the MB Yacht Club.

The Museum Association arranged for San Salvador's visit on this her maiden voyage. Built by the Maritime Museum of San Diego, the San Salvador is a replica of the Spanish Galleon captained by Juan Cabrillo in 1542 on a voyage of discovery up the California Coast. Cabrillo is credited for discovering Morro Rock and giving the monolith its name (though the Salinans and Chumash had inhabited the area for thousands of years).

The San Salvador is docked at the South T-pier and is conducting dockside tours throughout her stay. One of the reed boats will be among the displays on the T-pier.



Upcoming Events

There are no upcoming events at this time.

(EST.) MONTHLY VISITS: **1.69K**

(EST.) COVERAGE VIEWS: **378**

DOMAIN AUTHORITY: **23**

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Kid's PASSPORT of Goodies!

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Nov 1, 2016, 8:30am EDT

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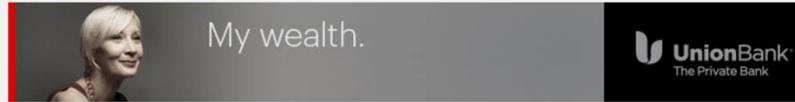
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(EST.) MONTHLY VISITS: **13.6M**

(EST.) COVERAGE VIEWS: **17.6K**

DOMAIN AUTHORITY: **91**



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(EST.) MONTHLY VISITS: **13.6M**

(EST.) COVERAGE VIEWS: **17.6K**

DOMAIN AUTHORITY: **91**

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By: [Morro Bay](#) via [PR Newswire](#)

November 01, 2016 at 08:30 AM EDT

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(EST.) MONTHLY VISITS: **6.54M**

(EST.) COVERAGE VIEWS: **164K**

DOMAIN AUTHORITY: **86**

LINKS FROM COVERAGE: **8**

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Nov 01, 2016, 08:30 ET

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"We wanted to make it easier for your family to enjoy Morro Bay for a family reunion or extended vacation this holiday season," explains Jennifer Little, Executive Director of Discover Morro Bay. "If you and your family haven't experienced this classic fishing village, now is the time when kids get all kinds of free stuff this November and December. We look forward to sharing our amazing treasures with your family."

FREE STUFF:

When you check into your hotel for a two-night stay, a **Kid's Passport of Goodies** will be provided for each child under 16.

Farmer's Kites and Surrey's - Free Kite, a \$5 value!

Subsea Tours - Free Whale Watching, a \$18 value!

Morro Bay Natural History Museum - \$3 value

Giovanni's Fish Market - Free 8oz Clam Chowder

Carousel Taffy - Free Taffy, \$1 value!

Morro Bay Skateboard Museum - Free Entrance and Sticker, \$3 value!



Kids Get FREE Stuff in Morro Bay, CA this November and December.



(EST.) MONTHLY VISITS: **7.56M**

(EST.) COVERAGE VIEWS: **10.8K**

DOMAIN AUTHORITY: **90**

LINKS FROM COVERAGE: **9**



1



Kid's PASSPORT of Goodies!

PR Newswire November 1, 2016



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Morro Bay Estuary Nature Center - Free Entrance, \$2 value!

Gramma's Frozen Yogurt - Free Gummy Shark

REEL EZ Charter Fishing - Free REEL EZ Hat, \$9 value!

Kids FREE passports of goodies available at all hotels.

Morro Bay also offers a myriad of year-round events including food, wine and music festivals, art fairs and car shows unique to the town. For more travel information visit <http://www.morrobay.org> or follow Morro Bay on Facebook, Twitter or Pinterest.

MEDIA CONTACT:

Susan Hartzler
Public Relations Manager
Mental Marketing
818-585-8641
131497@email4pr.com

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(EST.) MONTHLY VISITS: **154M**

(EST.) COVERAGE VIEWS: **28K**

DOMAIN AUTHORITY: **99**

LINKS FROM COVERAGE: **8**

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Press Release: Morro Bay - 4 hours ago



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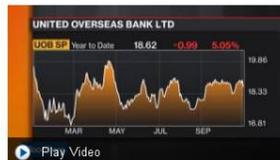


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(EST.) MONTHLY VISITS: **2.66M**

(EST.) COVERAGE VIEWS: **483**

DOMAIN AUTHORITY: **99**

LINKS FROM COVERAGE: **8**



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PRESS RELEASE

Kid's PASSPORT of Goodies!

Published: Nov 1, 2016 8:30 a.m. ET

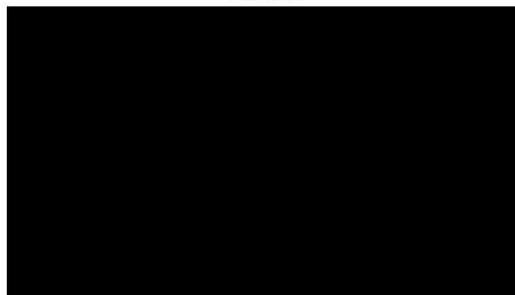


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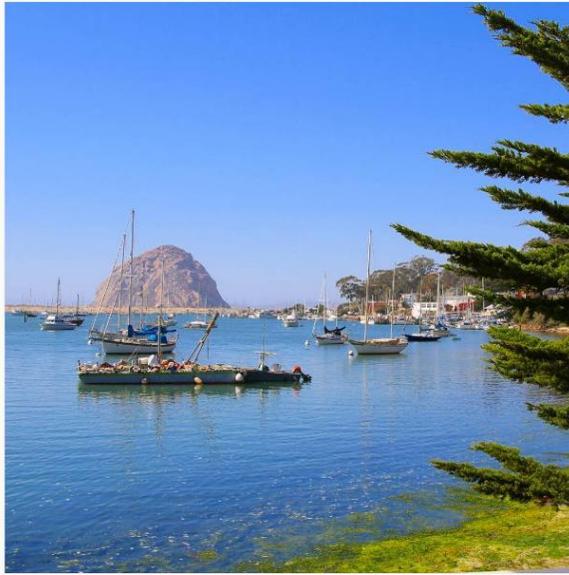
(EST.) MONTHLY VISITS: **39.8M**

(EST.) COVERAGE VIEWS: **40.4K**

DOMAIN AUTHORITY: **93**

LINKS FROM COVERAGE: **8**





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itsalovelylife Off on a new adventure with @morrobayca and this is the view right off our private patio! We have been bird watching for the past hour and we have seen so many different ones. The next two days are going to be spent exploring and learning all about Morro Bay. Now we are off on a hike...

itsalovelylife #familytravel #Luxury #travel #love #beach #nature #instalove #MorroBay #PictureIt #instavsc #sunset #island #landscape #bestvacations #photooftheday #bestoftheday #instagood #MorroRock #instagramphotos #beautifuldestinations #FoundDory #honeymoon #vacation #instagramhub #picoftheday #wonderful_places #itsalovelylife #reeseefamily #itsalovelylife

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itsalovelylife Morro Bay, California Follow

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itsalovelylife Early morning Morro Bay paddle boarding is the best way to start the day! Plus it helps to have an awesome dad to do all the work while you talk to sea otters, sea lions, and multiple fish swimming below you. Thank you so much @thepaddleboardcompany and @morrobayca for a memory making time! #MorroBay #MorroBay #PictureIt #FoundDory

itsalovelylife #travel #traveling #vacation #familygoals #familytravel #familytime #california #reeseefamily #itsalovelylife #itsalovelylife #beautifuldestinations #beach #bay

thevioletmoon What a great dad! travelwiththegreens Love to SUP

itsalovelylife @thevioletmoon I think so too! <3

itsalovelylife @travelwiththegreens We

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itsalovelylife
 Morro Bay Beach
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itsalovelylife When the fog gives way to beautiful blue skies and a practically empty beach...

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simmworksfamily Absolutely beautiful! Such a serene place

dandelionmomsafterdark ☺
 travelwiththegreens Wow. It a cloud in the sky

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itsalovelylife Morro Bay, California Follow

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itsalovelylife Morro Bay was magical! We had an amazing 48 hours filled with delicious cuisine, paddboarding in the bay with the sea life, riding a surrey together as a family, and so much more! We are sad to be leaving such a family friendly place, but excited to explore a little further up the coast to Cambria! @morrobayca

itsalovelylife #familytravel #Luxury #travel #MorroRock #beach #nature #instalove #likers #followers #instavsc #sunset #MorroBay #landscape #bestvacations #photooftheday #bestoftheday #instagood #PictureIt #instagramphotos #beautifuldestinations #FoundDory #honeymoon #vacation #instagramhub #picoftheday #wonderful_places #itsalovelylife #reeseefamily #itsalovelylife

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2,237 likes 5w

itsisalovelylife I think this is what you call forever views... Hiking to the top of Black Hill was one for the memory book. I was so happy to learn that @morrobayca had so many world class hiking trails for hikers of all ability! #MorroRock #MorroBay #familytravel #PictureIt

globetrottingmommy Such a pretty shot!! Love the endless view!

somedayilllearn I need to take the boys there!!

stuffedsuitcase Looks great! Where abouts is it?

gingercasa That view is amazing! 😊

modernmomlife What an accomplishment! The view is definitely worth t

jo_espino_eg 📷

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The Reese Family
 @HeatherDReese
 Family Travel (150 days/yr) + Family Fun + Family Life Bloggers & Daily Vloggers! Also- @itsalovelylife FB.com/itsalovelylife
 Joined January 2012

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Our First Moments- @morrobaytravel!
 #MorroBay #PictureIt #MorroRock #Travel
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7 Awesome Reasons To Take A Family Getaway To @morrobaytravel @itisaloveylife #MorroBay #PictureIt #Hosted #travel

7 Reasons To Take A Weekend Family Getaway To Morro Bay California
 Fall time in Central California is made for family weekend getaways. The crowds have thinned out, and the weather is still perfect. There is
itisaloveylife.com

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MINUTES

Visit San Luis Obispo County Board of Directors

Visit San Luis Obispo County Board of Directors Meeting Minutes

Wednesday, October 19, 2016

8:30am

Holiday Inn Express, Atascadero

9010 W. Front Rd, Atascadero, CA 93422

1. CALL TO ORDER: Clint Pearce

PRESENT: James Davison, Mark Eads, Aaron Graves, Jim Hamilton, Rachel Lima, Sam Miller, JP Patel, Nipool Patel, Clint Pearce, Val Seymour, Roger Wightman

ABSENT: John Arnold, Kathy Bonelli, Jay Jamison, Noreen Martin

STAFF PRESENT: Chuck Davison, Brendan Pringle, Helen Pratt

Call to Order at 8:29am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

C. Davison announced that California Public Utilities Commission hearings will be held this Thursday, October 20, regarding the closure of Diablo Canyon. VSLOC will be present at the hearings to ask for the completion of an economic impact study.

The Adventure Cow surfing video was played, and will be pushed out in this week's This Week in SLO County e-newsletter.

C. Davison gave updates on TOT and RevPAR variances around the county.

Public Comment – None.

CONSENT AGENDA

**3. Approval of September 21, 2016 Board Meeting Minutes
Approval of September VSLOC Financials**

Board Discussion.

Public Comment – None.

ACTION: Moved by N. Patel/Graves to approve the Consent Agenda as presented.

Motion carried: 11:0

4. CEO Report

C. Davison announced that Wines Fly Free has been secured and is expected to be available upon Seattle flight launch in April.

The Board of Supervisors approved a service agreement with Host Compliance LLC on September 20, 2016, which will help identify potential illegal vacation rentals in the unincorporated area. This will give VSLOC an understanding of licensed versus unlicensed vacation rentals in the unincorporated area.

Kylee Jepsen attended the VCA Los Angeles Media Reception, and in November will attend the VCA Chicago Media Bootcamp. Jepsen also attended VCA's first Crisis Communication Workshop in LA on September 28, 2016 and key takeaways were provided to the Marketing Committee.

Coraggio will be back in market for the final Operational Planning Trade-Off on October 21, 2016. Staff recommendations with associated costs will be presented at the November Board meeting.

A save-the-date e-blast went out yesterday for the Advisory Committee meeting on December 8, 2016, from 3:00-5:00pm at the Embassy Suites in San Luis Obispo. C. Davison encourages all Board members to attend.

C. Davison gave a brief overview of his upcoming travel, including travel to attend a VCA Brand Content Committee meeting, CalTravel Board meeting, San Diego Bay Wine and Food Festival, and a meeting with United Airlines at their headquarters in Chicago to discuss Denver flight service.

C. Davison recapitulated the industry educational symposium, and noted that videos of the symposium are now available on the Members Area of the VSLOC website. Davison discussed challenges with PG&E and the City of SLO, where PG&E was removed from the symposium agenda due to their refusal to answer specific questions. Davison and Pearce had a follow-up meeting with the City of SLO on October 17, 2016 to discuss a better partnership approach going forward.

Board Discussion. Hamilton gave more detail on the Host Compliance vacation rental advocacy.

Public Comment – None.

BUSINESS ITEMS

5. Approval of FY2015-16 Audit

As part of the Management District Plan for the TMD, VSLOC is required to complete a full financial audit annually. The FY2015-16 audit showed significant improvements over the FY2014-15 financial review and presented some opportunities for improvement around segregation of duties and stamping all vendor invoices. Once approved, the audit will be sent to the County.

Board Discussion. Pearce commented that some of these items, like additional segregation of duties, are unavoidable due to small staff structure of small non-profits.

Public Comment – None.

ACTION: Moved by Graves/Wightman to approve the audit documents.

Motion carried: 11:0

6. SAVOR on the Road (5 minutes)

C. Davison provided an update on VSLOC's efforts for SAVOR – A San Luis Obispo County Experience. VSLOC will integrate breweries, wineries, restaurants, and a distillery, along with Harmony Lavender into their booth for the San Diego experience in November.

VSLOC has finalized an agreement for the Seattle Wine and Food Experience, February 26, 2016 Grand Tasting. PRWCA will provide 6-8 wineries, and VSLOC will look for additional partners. VSLOC is also looking to add additional tasting events during the week prior to the event.

Pismo Beach confirmed VSLOC cannot participate in the Scottsdale event, as they want to continue that event on their own.

Board Discussion.

Public Comment – None.

7. BCF

a. Visit San Luis Obispo County Brand

BCF discussed marketing objectives, and gave an overview of the marketing deliverables and brand development process. BCF suggested that the SLOC lifestyle would be the lead message, with the tagline "life's too beautiful to rush."

The two brands presented were SLOCal and SLO Coast, both revolving around the SLO pace of life. A national survey was conducted between the two logos without the creative, and 57% of respondents preferred SLO Coast. BCF noted two possible recently discovered trademark issues with SLO Coast, and recommended SLOCal.

b. FY2016-18 Marketing Plan

BCF gave an overview of the research conducted and the results of that research, including the target markets and personas. The media recommendations and strategy were discussed. The marketing plan includes co-op advertising, with the goal to deliver opportunities partners cannot achieve by themselves.

C. Davison explained that the Marketing Committee made the recommendation to approve the Marketing Plan and the brand positioning. The Marketing Committee recommended holding the brand to conduct additional research, forgoing the 10 days of planned media in November. C. Davison noted that the Executive Committee made the recommendation to finalize the SLOCal brand and move forward with the November advertising.

Board Discussion.

Public Comment – Heather Muran and Aaron Jackson announced that they are trying to create an AVA in partnership, and that The SLO Coast has been trademarked as part of that process.

ACTION: Moved by Graves/Wightman to approve the marketing plan and positioning, and to send the brand back for more creative development and research.

ADJOURNMENT

Meeting adjourned at 10:07am.

REMINDERS

The next Advisory Committee meeting will be held on December 8, 2016. All Board members are encouraged to attend.

DRAFT