

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

