

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 form 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