

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 Solu, 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

