

**CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD
MEETING AGENDA**

**THURSDAY, AUGUST 20, 2009; 10:00 A.M.
VETERANS' MEMORIAL BUILDING**

- I. CALL TO ORDER
- II. PUBLIC COMMENT PERIOD
- III. APPROVAL OF MINUTES – The minutes for the July 16, 2009 meeting is submitted for approval.
- IV. UNFINISHED BUSINESS
- V. NEW BUSINESS
 - A) Presentation Regarding Jackrabbit Reservation System
 - B) Discussion on how to handle funding requests from other groups/events, etc.
 - C) Discussion on How We Measure Our Success
 - D) General Budget Report
 - E) Discussion on the Website
- VI. DECLARATION OF FUTURE AGENDA ITEMS
- VII. ADJOURNMENT

MISSION STATEMENT

TOURISM IS ESSENTIAL TO THE ECONOMIC HEALTH AND QUALITY OF LIFE OF THIS COMMUNITY. THE MISSION OF THIS COMMITTEE IS TO INCREASE TOURISM TO MORRO BAY THROUGH MARKETING AND ADVERTISING.

COPIES OF STAFF REPORTS OR OTHER PUBLIC DOCUMENTATION RELATING TO EACH ITEM OF BUSINESS REFERRED TO ON THIS AGENDA ARE ON FILE IN THE OFFICE OF THE CITY CLERK AND AVAILABLE FOR PUBLIC INSPECTION AND REPRODUCTION AT COST.