

MINUTES – TOURISM BUSINESS IMPROVEMENT
DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – JUNE 17, 2021
TELECONFERENCE – 9:00AM

At the June 8, 2021 City Council meeting, the Council adopted Resolution No. 28-21, resulting in the re-formation of the Morro Bay Tourism Business Improvement District (MBTBID) and thanked the TBID Board Members for their service. The New MBTBID will meet via teleconference on July 1, 2021.

TBID conducted this meeting in accordance with Section 3 of California Governor Newson’s Executive Order N-29-20 issued on March 17, 2020 in response to the present State of Emergency in existence due to the threat of COVID-19. This meeting was held via teleconference for all participants

MEMBERS PRESENT: Steven Allen Chair
Amish Patel Vice Chair
Joan Solu Member
Nancy Dickenson Member
Chris Kostecka Member
Vacant

ABSENT: Teri Ennis Member

STAFF PRESENT: Scott Collins City Manager
Heather Goodwin Deputy City Clerk
Taylor Slauson Marketing & Communications Coordinator
Michael Wambolt Tourism Contractor

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/VBKlrKrJqcU?t=16>

Chair Allen called the meeting to order at 9:05 a.m. with all but Board Member Ennis present.

MOMENT OF SILENCE

PLEDGE OF ALLEGIANCE

BOARD MEMBER ANNOUNCEMENTS-None

STAFF ANNOUNCEMENTS-None

PUBLIC COMMENT

<https://youtu.be/VBKlrKrJqcU?t=163>

Sarah Maggelet, introduced herself as the new Business Manager from Beach-N-Bay Getaways.

A. CONSENT AGENDA

<https://youtu.be/VBKlrKrJqcU?t=217>

A-1 APPROVAL OF MAY 20, 2012, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING MINUTES

MOTION: Board Member Solu moved approval for Item A-1, as submitted. The motion was seconded by Board Member Patel and carried 5-0-1 (with Board Member Ennis Absent).

B. BUSINESS ITEMS

B-1 REVIEW OF TRANSIENT OCCUPANCY AND STR REPORTS; (TOURISM CONTRACTOR)
<https://youtu.be/VBKlrKrJqcU?t=365>

Tourism Contractor Wambolt went over the April 2021 Transient Occupancy Report (TOT) and May STR reports for 2021, 2020, 2019 and answered questions from the Board.

Public Comment: None

The report was received and filed.

B-2 UPDATE ON THE MORRO BAY TOURISM BUSINESS IMPROVEMENT DISTRICT
CONVERSION PROCESS; (TOURISM CONTRACTOR)
<https://youtu.be/VBKlrKrJqcU?t=1153>

Tourism Contractor Wambolt gave an update on the Tourism Business Improvement District (TBID) conversion process; stated that at the June 8, 2021 City Council meeting, the Council adopted Resolution No. 28-21, resulting in the re-formation of the Morro Bay Tourism Business Improvement District (MBTBID) and thanked the TBID Board Members for their service; and answered questions from the board.

Public Comment:

Sarah Maggelet, Beach-N-Bay Getaways, expressed the importance and need of trash pickup; spoke on the continuation of the house-side/in-yard pickup of trash program for homes in residential areas; emphasized the importance of the program.

Chair Allen closed public comment.

The board received the update and there was no action for this item.

B-3 UPDATE SEARCH ENGINE MARKETING STRATEGY AND SOCIAL INFLUENCER;
(TOURISM CONTRACTOR/MARKETING & COMMUNICATIONS COORDINATOR)
<https://youtu.be/VBKlrKrJqcU?t=1907>

Tourism Contractor Wambolt and Marketing & Communications Coordinator Slauson gave an update on Mental Marketing Search Engine Marketing (SEM) and Social Influencer and answered questions from the Board.

Public Comment: None

The Board received the update and there was no action for this item.

C. DECLARATION OF FUTURE AGENDA ITEMS – None.

D. ADJOURNMENT

The meeting adjourned at 10:07 a.m.

Recorded by:

Heather Goodwin
Deputy City Clerk