

TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD
MINUTES – THURSDAY, JULY 16, 2009

MEMBERS PRESENT: KAREN BIAGGINI, PETER CANDELA, MIKE CASOLA,
MICHELE JACQUEZ, NICK MENDOZA, JOAN SOLU
MEMBERS ABSENT: VALERIE SEYMOUR
STAFF PRESENT: ANDREA LUEKER, CITY MANAGER
ROBERT SCHULTZ, CITY ATTORNEY
OTHERS PRESENT: JOHN SORGENFREI

I. CALL TO ORDER

City Manager Andrea Lueker called the meeting to order at 9:30 a.m.

City Clerk Bridgett Bauer gave the Oath of Office to new Tourism Business Improvement District Advisory Board Member Nick Mendoza.

II. PUBLIC COMMENT PERIOD

Carrie Head, Visitors and Conference Bureau (VCB) Communications Manager, gave an overview of a complete revitalization of the VCB with a strategic marketing plan, restructuring of the website, media trips planned, one of which is occurring in Morro Bay in September. She noted co-op advertising is also an option.

Molly Morrison, VCB Group Sales Manager, thanked the City for the \$10,000 funding to the VCB, noting the total amount of funding was \$32,000. She requested the Tourism Business Improvement District Advisory Board consider providing the additional \$22,000 to fund the whole amount, which would result in the advantage of receiving a 25% discount in membership dues for all 46 VCB members in Morro Bay.

III. APPROVAL OF MINUTES

MOTION: Member Solu moved the Board approve the minutes of the June 17, 2009 Tourism Business Improvement District Advisory Board meeting as submitted. The motion was seconded by Member Jacquez and carried unanimously. (6-0)

IV. UNFINISHED BUSINESS

A) Appointment of Chair and Vice Chair

City Manager Andrea Lueker opened the nominations for Chair of the Tourism Business Improvement District Advisory Board.

Member Jacquez nominated Member Solu to serve as the Advisory Board's Chair; Member Casola seconded the nomination; and the nomination was voted unanimous. Ms. Lueker opened the nominations for Vice-Chair of the Tourism Business Improvement District Advisory Board; Member Candela nominated Member Jacquez to serve as the Advisory Board's Vice-Chair; Member Mendoza seconded the nomination; and the nomination was voted unanimous.

V. NEW BUSINESS

A) Establishment of a Regular Meeting, Twice a Month

A brief discussion ensued regarding whether to meet once or twice per month. The Board indicated they would like to assign sub-committees perhaps to focus on specific areas vs. meeting twice a month. The Board then decided to defer this item until after the presentation from John Sorgenfrei on marketing.

B) Marketing/Budget

John Sorgenfrei provided his marketing/budget plan for the Boards' information.

MOTION: Member Jacquez moved the Board create a budget sub-committee. The motion was seconded by Member Mendoza and unanimously carried. (6-0)

The members of the budget sub-committee will consist of: Peter Candela, Joan Solu, and Michele Jacquez with John Sorgenfrei attending. They also want to discuss the issues below, specifically in regard to the budget: social media, contingency amount, meetings and conferences, and filming.

MOTION: Member Casola moved the Board form a sub-committee to develop strength, weaknesses, opportunities and threats (swot) analysis. The motion was seconded by Member Jacquez and carried unanimously. (6-0)

Members Casola, Mendoza and Biaggini volunteered for this sub-committee.

C) Website

John Sorgenfrei provided a basic description of the website. The bulk of the site is visitor serving. He reviewed website statistics. City Attorney Rob Schultz can provide more information regarding legality. John Sorgenfrei reported that the company Elements provides statistics for website.

Member Jacquez indicated she was not interested in reinventing the website, and suggested using the existing website; Members Candela and Casola agreed.

MOTION: Member Mendoza moved the Board remain with the existing website. The motion was seconded by Member Biaggini and carried unanimously. (6-0)

Based on that decision, the Board was interested in having a discussion regarding how to use the website for the existing entities and adding the Tourism Business Improvement District.

John Sorgenfrei encourages all members to spend some time on the website and provide information.

Member Casola asked if the monthly transient occupancy tax (TOT) report could be attached to the agenda. He was also interested in an 8-year history of occupancy and TOT.

The Board consensus about the availability of special meetings was that mornings work best, also to change the meeting time to 10:00 a.m.

MOTION: Member Jacquez moved the Board schedule its regular meetings on the 3rd Thursday of each month starting at 10:00 a.m. The motion was seconded by Member Candela and carried unanimously. (6-0)

IV. DECLARATION OF FUTURE AGENDA ITEMS

- 1) VCB detailed presentation including historical – September meeting.
- 2) Discussion on how to handle funding requests from other groups/events, etc. - August meeting
- 3) History of VCB payments - August meeting
- 4) History of TOT (8 years and occupancy) - August meeting
- 5) Discussion on how we measure our success - August meeting
- 6) General Budget Report – August meeting

ADJOURNMENT

MOTION: Member Candela moved the Board adjourn the meeting. The motion was seconded by Member Mendoza and carried unanimously. (6-0)