

TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD
MINUTES – THURSDAY, SEPTEMBER 17, 2009

MEMBERS PRESENT: KAREN BIAGGINI, PETER CANDELA, MIKE CASOLA,
MICHELE JACQUEZ, NICK MENDOZA, VALERIE SEYMOUR,
JOAN SOLU
MEMBERS ABSENT: NONE
STAFF PRESENT: ANDREA LUEKER, CITY MANAGER
ROBERT SCHULTZ, CITY ATTORNEY

I. CALL TO ORDER

Chair Solu called the meeting to order at 10:06 a.m.

II. PUBLIC COMMENT PERIOD - None.

III. APPROVAL OF THE MINUTES

MOTION: Member Biaggini moved the Board approve the minutes of the August 6, 2009 Special Meeting and the August 20, 2009 Regular Meeting. The motion was seconded by Member Mendoza and carried unanimously. (7-0)

IV. MONTHLY REPORTS

A) Review of the Transient Occupancy Report

Andrea Lueker reviewed the current and previous numbers for the transient occupancy tax and Morro Bay Tourism Business Improvement District (TBID) funds collected.

B) TJA Advertising Agency Report

John Sorgenfrei discussed the LA Times doing a story on the Central Coast. He also distributed the current budget document.

V. UNFINISHED BUSINESS - None.

VI. NEW BUSINESS

A) Discussion of the Website

The sub-committee has met twice. The first meeting dealt mainly with some of the legal concerns, and the second meeting was looking at the specific website, and in-depth discussion about the look of the home page.

The Board then reviewed the current website and other websites for ideas. John Sorgenfrei emphasized the importance of the ease of use for the visitor.

The Board then agreed on three topics of discussion for the next web-site sub-committee meeting:

1. Discussion of generating business from Google to morro-bay.org

2. “Freshening” the title on search
3. A general discussion of problems/questions for the Jackrabbit representative.

John then discussed website reporting as well as a “members only” section for the stakeholders, a newsletter as well as perhaps sending out a US Mail newsletter.

MOTION: Member Jacquez moved the Board form a sub-committee to discuss hotel packages with Members Candela, Casola and Seymour to serve as sub-committee members. The motion was seconded by Member Candela and carried unanimously. (7-0)

B) Discussion on the Jackrabbit Reservation System - this item was discussed under Item A above.

C) Discussion on Google Ad-Words - this item was discussed under Item A above.

D) General Creative Review for the Tourism Business Improvement District Advisory Board by TJA

John Sorgenfrei discussed and showed the current ads that are being used. The Board discussed the logo and preferences, and requested the same examples of the logo come back.

John passed out the existing press kit; he will be updating the press kit and would like comments as this is being updated.

The Board then asked the following questions:
What is California doing to Brand California?
What is the County doing to brand?

VII. DECLARATION OF FUTURE AGENDA ITEMS

- Fine-tuning of the logo and branding as well as prominence of “Discover Your Better Nature”.
- Follow-up from John Sorgenfrei on what the State of California is doing and what is the County doing in terms of branding.

VII. ADJOURNMENT

MOTION: Member Mendoza moved the Board adjourn the meeting. The motion was seconded by Member Casola and carried unanimously. (7-0).