

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

MEMBERS PRESENT: KAREN BIAGGINI, PETER CANDELA, MICHELE JACQUEZ,
NICK MENDOZA, VALERIE SEYMOUR, JOAN SOLU

MEMBERS ABSENT: MIKE CASOLA

STAFF PRESENT: ANDREA LUEKER, CITY MANAGER

I. CALL TO ORDER

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

II. PUBLIC COMMENT - None.

III. APPROVAL OF MINUTES

MOTION: Member Jacquez moved the Board approve the minutes of the November 19, 2009 meeting. The motion was seconded by Member Biaggini and carried unanimously. (6-0)

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 (BID) funds collected.

B) TJA Advertising Agency Report

Rick Turtin of TJA Advertising provided an update on the most recent web statistics.

John Sorgenfrei presented the letter he was asked to write to the BID members explaining how to access the “members only” page on the website where BID members can go and access information such as the media plan, the budget, press releases, approved print advertising and other information.

C) Website Report

John reviewed several pages of the new website, explaining how the sound and movement worked.

D) Hotel Packaging Report - this committee did not meet.

E) Creative Sub-Committee Report

This committee did not meet; however, John Sorgenfrei sent out an e-mail showing the final design of the billboard. The billboard was scheduled to be installed on December 17, 2009.

F) Trade Show Sub-Committee Report

Peter Candela, from the NTA Conference, came back with a number of leads. The sub-committee generated a letter to each lead, introducing them to the City of Morro Bay and what is available in Morro Bay. John Sorgenfrei shared the letter that was developed and it will be sent out. The Chamber of Commerce will provide the fulfillment from the letter responses.

V. UNFINISHED BUSINESS - None.

VI. NEW BUSINESS

A) Billboards and Funding

MOTION: Member Jacquez moved the Board approve the funding for the billboard on Highway 101 to come out of the contingency fund on a monthly basis (1,250/month plus a one-time artwork fee). The motion was seconded by Member Mendoza and carried unanimously (6-0).

B) Public Relations Program

John Sorgenfrei provided a copy of the Public Relations Plan to all members and introduced Lynn Latronica of TJA Advertising who works with John on Public Relations.

MOTION: Member Jacquez moved the Board approve the formation of a Public Relations sub-committee, consisting of Members Biaggini, Casola, and Seymour. The motion was seconded by Member Biaggini and carried unanimously (6-0).

C) NTA Conference Bus Tours

Member Candela reviewed the NTA Conference that he attended in October 2009. He indicated there was considerable interest in "tours", which resulted in his forming an "oyster" tour. Further work is being planned with Tour Operators. John Sorgenfrei is to bring back information on advertising in the NTA publication.

VII. DECLARATION OF FUTURE AGENDA ITEMS

1. Review of the Logo - January
2. Discussion of Further Enhancement of the Billboard/Extensions-February
3. Discussion of Marketing Request for Proposals-January
4. Discussion of an Increase in the TOT-January
5. Discussion of cost for Pay for Clicks-Future
6. Discussion on How to Analyze Requests for Funding from Other Agencies-Future

VIII. ADJOURNMENT - The meeting adjourned at 11:48 a.m.

Chairperson Solu announced the Chamber Installation Dinner scheduled for January 13, 2010 at Cioa Bella beginning at 5:30 p.m.