

CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD
MINUTES – THURSDAY, APRIL 15, 2010

MEMBERS PRESENT: KAREN BIAGGINI, JOAN SOLU, NICK MENDOZA,
MICHELE JACQUEZ AND PETER CANDELA
MEMBERS ABSENT: NONE
STAFF PRESENT: ANDREA LUEKER, CITY MANAGER
OTHERS PRESENT: JOHN SORGENFREI

I. CALL TO ORDER

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

II. PUBLIC COMMENT PERIOD

Marilynn Glessman, member of the Morro Bay Garden Club, requested funding for the Dahlia Daze event in the amount of \$353.00.

III. BOARD ANNOUNCEMENTS

IV. APPROVAL OF MINUTES

MOTION: Member Biaggini moved the Board approve the minutes for the March 18, 2010 Advisory Board meeting. The motion was seconded by Member Jacquez and carried unanimously. (5-0)

V. MONTHLY REPORTS

A) Review of Transient Occupancy Report

Staff Lueker presented the numbers, which are lower than the same time-frame last year. However, she noted two organizations have not yet submitted their reports and with those submissions, February 2010 numbers would be similar to 2009. Member Biaggini asked if the occupancy numbers included those organizations that had not yet paid; Staff Lueker was to provide that information.

B) TJA Advertising Agency Report

John Sorgenfrei reviewed the Sister City Gibraltar letter and indicated that Karen Biaggini will be hand-delivering a letter from the Mayor on her visit to Gibraltar in late April.

Mr. Sorgenfrei also indicated a significant ad campaign in the San Jose Mercury News, continued work with the LA Times and initial conversations with the National Geographic Traveler.

Rick Turton presented the web site statistics. He also reviewed the concept of mobile web-sites, and the ability to appear on cell phones. Rick also discussed the U-tube tracking of the Morro Bay Video.

C) Web-Site Sub-Committee - this Committee did not meet.

D) Hotel Packaging Sub-Committee Report - this Committee did not meet.

E) Creative Sub-Committee Report - this Sub-Committee did not meet.

F) Trade Show Sub-Committee

This Sub-Committee met in regard to the Savor event, sharing a booth space with the County Business Improvement District. Morro Bay will be included in the video that will be shown at the event. The Committee is also interviewing chefs for the “dueling chefs” event.

The Sub-Committee also is determining who will be attending the San Diego trade show.

G) Public Relations Sub-Committee - this Sub-Committee did not meet.

V. UNFINISHED BUSINESS

VI. NEW BUSINESS

A) Discussion of Name for the Tourism Business Improvement District Group

MOTION: Member Jacquez moved the Board approve name “Morro Bay Lodging and Tourism Alliance”. The motion was seconded by Member Mendoza and carried unanimously. (5-0)

B) Comparison of Expenditures and Revenues

John Sorgenfrei provided a printout of the committee funds to date as well as revenues. Member Mendoza indicated taking a look at next year in the near future and forming a budget sub-committee with members Mendoza, Jacquez and Solu.

John Sorgenfrei informed the group that the Community Promotions Committee would be presenting their budget request to the City Council on April 26th; John suggested presence from the TBID Board as well.

C) Discussion of a Procedures for Groups to Use to Request Funding

Chair Solu reviewed the two examples of forms from other agencies. The Board decided to move forward with an application and members Solu, Mendoza and Biaggini will work on a form and bring back to the group in May.

D) Discussion of Reimbursement for “Give-Aways”

John Sorgenfrei inquired of the Board to reimburse for the “give-aways” at cost.

MOTION: Member Jacquez moved the Board approve the reimbursement of up to \$700 (\$35 cap on reimbursement for lodging per night) for contests per year-up to 8 events per year. The motion was seconded by Member Biaggini and carried unanimously. (5-0)

Mr. Sorgenfrei will provide the Board with an inventory list of what types of prizes he is anticipating and will bring back to a future meeting.

VI. BOARD ANNOUNCEMENTS

Chair Solu announced the two vacancies of the Tourism Business Improvement District Advisory Board. Applications are due by April 30th with the interview date set on May 10th. She also announced the opening of the Beach Bungalow by May 1st.

Peter Candela announced the Chamber Mixer tonight at the Lodge on Highway 41; Miracle Miles for Kids; Blessing of the Fleet; and, Kite Festival and Parade.

VII. DECLARATION OF FUTURE AGENDA ITEMS

- A) Discussion of Participation in FAM Trip
- B) Determination of a Date for a Joint City Council/Promotions/TBID Meeting
- C) Presentation of Form for Groups to Use to Request Funding (June)
- D) Review of an Inventory List for the “Give-Aways”
- E) Discussion of the Sub-Committee Representation
- F) Consideration of Funding for Dahlia Daze

VIII. ADJOURNMENT

The meeting adjourned at 11:54 a.m.