

CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT COMMITTEE
MINUTES – THURSDAY, MAY 20, 2010

MEMBERS PRESENT: KAREN BIAGGINI, JOAN SOLU, NICK MENDOZA,
MICHELE JACQUEZ, PETER CANDELA, JAYNE BEHMAN,
JOHN MEYERS
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. and introduced the new board members Jayne Behman and John Meyers.

II. PUBLIC COMMENT PERIOD

Jeff Eckles, Chairperson of the Morro Bay 4th, Inc. informed the Committee that Morro Bay 4th had met their initial fundraising goal. He also reviewed the schedule for the 4th of July, which will begin with a bike parade at 12:00 p.m.

III. BOARD ANNOUNCEMENTS

Chair Solu announced the SAVOR event website has gone live.

Member Candela announced the Oyster Tour will begin in the near future. He also announced the Amtrak tours that will stop in Morro Bay.

IV. APPROVAL OF MINUTES

MOTION: Member Jacquez moved the Board approve the minutes of the April 15, 2010 meeting. The motion was seconded by Member Mendoza and carried unanimously. (7-0)

MOTION: Member Jacquez moved the Board discuss New Business Item A. The motion was seconded by Member Biaggini and carried unanimously. (7-0)

V. MONTHLY REPORTS

A) Review of Transient Occupancy Report

Staff Lueker presented the numbers, which were higher than this time last year. She made a specific point about the vacation rental revenue and the increase over last year.

Staff Lueker also indicated the interest from the City Council during their May 19, 2010 Budget Workshop in having the TBID remaining at 3% and the potential of having the Tourism Business Improvement District fund the Visitors Center (in part or in whole). In response, the Tourism Business Improvement District Advisory Board formed a sub-committee to discuss the change from 2-3% and the

possibility of funding the Visitors Center. Members Behman, Solu and Meyer were appointed to the sub-committee.

B) TJA Advertising Agency Report

John Sorgenfrei indicated that Jackrabbit is now up on the website. He also reported that SAVOR has now sold over 48K in tickets with over 400K in sponsor dollars.

John reported that Karen Biaggini had a successful visit to Gibraltar, meeting the mayor and asking about the “twinning” program. Member Biaggini provided some additional information about her trip to Gibraltar.

Rick Turton presented the web site statistics.

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

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

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

F) Trade Show Sub-Committee

This Sub-Committee met and discussed Chair Solu’s attendance at the San Diego trade show and that future attendance may not occur due to the general nature of the show. They also discussed the opportunity of having a booth at local events such as at the Car Show.

Member Solu discussed putting the trade show booth at the 4th of July event, Chair Joan will coordinate the staffing of the booth.

MOTION: Member Jacquez moved the Advisory Board approve participation in the 4th of July event, including funding up to \$1,000 out of the trade show line item. The motion was seconded by Member Behman and carried unanimously. (7-0)

D) Public Relations Sub-Committee - the Sub-Committee did not meet.

V. UNFINISHED BUSINESS – None.

VI. NEW BUSINESS

A) Discussion of Participation in FAM Trip

The Chief Financial Officer of the San Luis Obispo County Business Improvement District presented the Journalist trip scheduled for October. With the participation of Morro Bay Tourism Business Improvement District in the amount of \$2,500, the VCB and the County Business Improvement District, 12-18 journalists will be visiting. The 4 day trip will focus on traveling up and down the coast.

MOTION: Member Mendoza moved the Advisory Board approve funding \$2,500 for participation in the Journalist trip in October. The motion was seconded by Member Behman and carried unanimously. (7-0)

The Public Relations Sub-Committee will work with Chief Financial Officer of the San Luis Obispo County Business Improvement District on this event.

B) Determination of a Date for the Joint City Council Comparison of Expenditures and Revenues

The Board was interested in holding a joint meeting with the Community Promotions Committee, and then holding a joint meeting with the City Council. The Board suggested the June 17th meeting.

MOTION: Member Meyer moved the Advisory Board schedule a joint meeting with the Community Promotions Committee on June 17, 2010 at 9:30 a.m. The motion was seconded by Member Jacquez and carried unanimously. (7-0)

C) Review of Inventory List for the “Give-Aways” – this item was continued to the June meeting.

D) Discussion of Sub-Committee Representations

Website: Members Solu, Candela and Jacquez
Hotel Packaging: Members Candela, Behman, Meyer
Creative: Members Solu, Candela, Biaggini
Public Relations: Members Jacquez, Biaggini, Meyer
Trade Show: Members Solu, Jacquez, Candela

MOTION: Member Biaggini moved the Advisory Board accept the Sub-Committees as discussed. The motion was seconded by Member Meyer and carried unanimously. (7-0)

E) Consideration of Funding for Dahlia Daze

MOTION: Member Mendoza moved the Advisory Board approve the event with completion of the form for sponsorship following the funding decision. The motion was seconded by Member Candela and carried unanimously. (7-0)

VII. BOARD ANNOUNCEMENTS

VII. DECLARATION OF FUTURE AGENDA ITEMS

Approval of Budget for FY 2010/11

VIII. ADJOURNMENT - The meeting was adjourned at 11:54 a.m.