

**CITY OF MORRO BAY  
TOURISM BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD MEETING AGENDA  
THURSDAY, JULY 15, 2010; 10:00 A.M.  
VETERANS' MEMORIAL BUILDING**

- I. CALL TO ORDER
- II. PUBLIC COMMENT PERIOD
- III. BOARD ANNOUNCEMENTS
- IV. APPROVAL OF MINUTES – The minutes for the June 17, 2010 regular meeting and the June 17, 2010 Joint Community Promotions Committee/Tourism Business Improvement District Advisory Board, and the Special Meeting on June 24, 2010 is submitted for approval.
- V. MONTHLY REPORTS
  - A) Review of Transient Occupancy Reports
  - B) TJA Advertising Agency Report – John Sorgenfrei
  - C) Web-Site Sub-Committee Report
  - D) Hotel Packaging Sub-Committee Report
  - E) Creative Sub-Committee Report
  - F) Trade Show Sub-Committee
  - G) Public Relations Sub-Committee
  - H) Tourism Business Improvement District Percentage Sub-Committee
- VI. UNFINISHED BUSINESS
  - A) Review of Inventory List for the “Give-Aways”
- VII. NEW BUSINESS
  - A) Discussion of the Fiscal Year 2010/11 Budget
  - B) Visitors and Conference Bureau Request for Funding for Fiscal Year 2010/11
  - C) Presentation of Form for Groups to Use to Request Funding
  - D) Discussion of Board Member Designations and Recommendation to the City Council
- VIII. DECLARATION OF FUTURE AGENDA ITEMS
- IX. ADJOURNMENT

**MISSION STATEMENT**

**TOURISM IS ESSENTIAL TO THE ECONOMIC HEALTH AND QUALITY OF LIFE OF THIS COMMUNITY. THE MISSION OF THIS COMMITTEE IS TO INCREASE TOURISM TO MORRO BAY THROUGH MARKETING AND ADVERTISING.**

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