

**CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT COMMITTEE
MINUTES – THURSDAY, JUNE 17, 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

The meeting was called to order at 10:15 a.m. by Chair Solu.

II. PUBLIC COMMENT PERIOD

John Summer of the VCB spoke in regard to their funding request.

Steve Nukes suggested implementation of a “Scenic Loop” in Morro Bay that would entice individuals to exit from the Highway and South Bay Boulevard to drive through Morro Bay.

Susan Brown of Morro Bay Transit spoke in support of the Visitor’s Center.

III. BOARD ANNOUNCEMENTS

Chair Solu announced that the class of 2010 was graduating today from Morro Bay High School and congratulated them.

Jayne Behman thanked Councilmember Smukler and the number of other agencies and individuals for helping with the graffiti clean-up at Morro Rock.

IV. APPROVAL OF MINUTES

MOTION: Member Mendoza moved the Board approve the minutes of the May 20, 2010 meeting. The motion was seconded by Member Candela and carried unanimously. (7-0)

V. MONTHLY REPORTS

A) Review of Transient Occupancy Report

Staff Lueker provided the transient occupancy tax report. Compared with last year, both motels and trailer park receipts decreased and vacation rentals increased.

B) TJA Advertising Agency Report

John Sorgenfrei announced he was working on a cooperative marketing project with the County Tourism Business Improvement District on aerial photography.

MOTION: Member Jacquez moved the Board approve funding \$1,000 from the contingency fund for a helicopter aerial for marketing purposes, working in conjunction with the County Business Improvement District and Community Promotions Committee for funding. The motion was seconded by Member Candela and carried unanimously. (7-0)

John Sorgenfrei showed the new branding logo incorporating Lodging and Tourism Alliance.

Rick Turton provided a report on website statistics.

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

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

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

F) Trade Show Sub-Committee - this sub-committee did not meet.

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

H) Tourism Business Improvement District Percentage Sub-Committee

Members Solu and Meyer presented their PowerPoint presentation. The Board discussed the five proposals presented for recommendation to the City Council. The Board decided to hold a special meeting for further discussion.

MOTION: Member Jacquez moved the Board schedule a special meeting for further discussion on the proposals for the Tourism Business Improvement District percentage rate. The motion was seconded by Member Biaggini and carried unanimously. (7-0)

VI. UNFINISHED BUSINESS

A) Review of Inventory List for the "Give-Aways" - this item was continued to the July 15, 2010 meeting.

VII. NEW BUSINESS

- A) Discussion of the Fiscal Year 2010/11 Budget - this item was continued to the July 15, 2010 meeting.
- B) Visitors and Conference Bureau Request for Funding for Fiscal Year 2010/11 - this item was continued to the July 15, 2010 meeting.
- C) Presentation of Form for Groups to Use to Request Funding - this item was continued to the July 15, 2010 meeting.
- D) Discussion of Board Member Designations and Recommendation to the City Council - this item was continued to the July 15, 2010 meeting.

VIII. DECLARATION OF FUTURE AGENDA ITEMS

IX. ADJOURNMENT - the meeting was adjourned at 12:34 p.m.

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