

**CITY OF MORRO BAY
TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD
SPECIAL MEETING MINUTES – THURSDAY, JUNE 24, 2010**

MEMBERS PRESENT: KAREN BIAGGINI, JOAN SOLU, NICK MENDOZA, MICHELE JACQUEZ

MEMBERS ABSENT: PETER CANDELA (Peter Candela stepped down for this discussion), JAYNE BEHMAN, JOHN MEYERS

STAFF PRESENT: ANDREA LUEKER, CITY MANAGER

OTHERS PRESENT: JOHN SORGENFREI

I. CALL TO ORDER

The meeting was called to order at 11:07 a.m. by Chair Solu.

II. PUBLIC COMMENT PERIOD

Tom Laurie spoke about Transient Occupancy Tax and the concept of charging a 10% flat fee for all nights. Tom also supported the percentage going to 3% with the Tourism Business Improvement District Advisory Board overseeing the Visitors Center.

III. BOARD ANNOUNCEMENTS

Chair Solu announced the Tourism Business Improvement District Newsletter had gone to all hoteliers.

Chair Solu announced the presentation of the Carl Ribaldo presentation on June 24th from 2-4 p.m. at the San Luis Obispo Library.

Chair Solu announced the website sub-committee and budget sub-committee had both met.

Member Mendoza shared that Sunset magazine features some Morro Bay beaches and information on the Savor event.

IV. RECOMMENDATION ON FISCAL YEAR 2010/11 BUDGET

Joan reviewed the options for the recommendation of funding. The Board discussed the options and Member Jacquez made the following motion:

MOTION: Member Jacquez moved the Tourism Business Improvement District (TBID) Advisory Board recommend no increase in transient occupancy tax, increasing the TBID from 2% to 3%, funding the Visitors Center at 24% (as soon as the TBID was changed from 2-3% and proceeds were realized from that change); fund the Visitors and Conference Bureau at \$24,477 and AGP at \$6,000. Member Jacquez further recommended the

City take a look at vacation rentals, RV parks, restaurants and retail for future inclusion in the TBID. Member Mendoza seconded the motion.

Discussion then ensued regarding the percentage of funding for the Visitors Center.

Member Jacquez amended her motion to fund 33% of the Visitors Center with all other aspects of the original motion kept in place; Member Mendoza accepted the amendment to his second to the motion.

VOTE: The motion carried unanimously. (4-0)

IX. ADJOURNMENT - The meeting adjourned at 1:00 p.m.

MOTION: Chair Solu moved the Board adjourn the meeting. The motion was seconded by Member Biaggini and carried unanimously. (4-0)