

**CITY OF MORRO BAY**  
**TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD**  
**MEETING AGENDA**  
**THURSDAY, JUNE 14, 2012; 9:00 A.M.**  
**VETERANS' MEMORIAL BUILDING**

- I. **CALL TO ORDER**
- II. **PUBLIC COMMENT PERIOD**
- III. **BOARD ANNOUNCEMENTS**
- IV. **APPROVAL OF MINUTES** – the Minutes for the May 10, 2012 meeting
- V. **UNFINISHED BUSINESS**
  - A) Report from Budget Sub-Committee on Marketing Contract Audit Results for 6 Months of Fiscal Year 2011/2012
- VI. **MONTHLY REPORTS**
  - A) BCA Advertising Agency Report – Shari Clark
  - B) Trade Show Sub-Committee Report
  - C) Web Site Sub-Committee Report
  - D) Hotel Packaging Sub-Committee Report
  - E) Creative Sub-Committee Report
  - F) Public Relations Sub-Committee Report
  - G) Budget Sub-Committee Report
  - H) Visitors and Conference Bureau Report/County Business Improvement District Report
  - I) Visitors Center Report – Craig Schmidt
  - J) Review of Transient Occupancy Tax
- VII. **NEW BUSINESS**
  - A) Discussion and Approval of the Bylaws for the Morro Bay Tourism Bureau 501C-6
  - B) Discussion and Development of a Mission Statement for the Morro Bay Tourism Bureau 501C-6
  - C) Continued Discussion and Adoption of Fiscal Year 2012/13 Budget
  - D) Presentation and Discussion on the Sub-Committee Recommendation for Hiring Process of Director of Tourism
  - E) Presentation and Discussion on the Transition of Business Related Contracts for the Morro Bay Tourism Bureau 501C-6
  - F) Discussion on the Development of Public Service Announcements to Create Awareness of the Benefits of Tourism for Morro Bay
  - G) Approval of Additional Funding for Website Improvements
- VIII. **DECLARATION OF FUTURE AGENDA ITEMS**
- IX. **ADJOURNMENT**

**MISSION STATEMENT**

**THE MORRO BAY TOURISM BUSINESS IMPROVEMENT DISTRICT (MBTBID) ADVISORY BOARD ADVISES THE CITY COUNCIL ON THE ADMINISTRATION AND USE OF THE MBTBID ASSESSMENT FUNDS. THE BOARD RECOMMENDS PROJECTS TO THE CITY OF MORRO BAY TO PROMOTE TOURISM TO DIRECTLY BENEFIT THE CITY'S LODGING INDUSTRY.**

IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN THIS MEETING, PLEASE CONTACT THE CITY CLERK, (805) 772-6205. NOTIFICATION 24 HOURS PRIOR TO THE MEETING WILL ENABLE THE CITY TO MAKE REASONABLE ARRANGEMENTS TO ENSURE ACCESSIBILITY TO THIS MEETING.

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# CITY OF MORRO BAY

## TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD

MINUTES - THURSDAY, MAY 10, 2012; 9:00 A.M.

**MEMBERS PRESENT:** JOAN SOLU, JAYNE BEHMAN, JOHN MEYERS, ALEX AMINI, NICK MENDOZA, MICHELE JACQUEZ

**MEMBERS ABSENT:** KAREN BIAGGINI

**STAFF PRESENT:** ROBERT SCHULTZ, CITY ATTORNEY

**OTHERS PRESENT:** SHARI CLARK, BCA

### I. CALL TO ORDER

The meeting was called to order at 9:05 a.m. by Chair Solu

### II. PUBLIC COMMENT PERIOD

Dave Kasner, representing SLO Chamber's Tech Advocacy Committee, spoke to the need to encourage jobs in the area. They will be sending out an e-mail questionnaire to local businesses and encourage participation.

Wanda Durick, Board Member of Morro Bay Beautiful, discussed regular and upcoming projects to keep Morro Bay beautiful, healthy and safe, and also expressed the organization's interest in supporting the new Visitor's Center.

Shaun Farmer of Farmer's Kite and Surreys, expressed thanks for assistance with the Kite Festival.

Dan Podesto, representing Morro Bay 4<sup>th</sup> announced fundraising activities, including the 3<sup>rd</sup> Annual Tognazzini's BBQ Oyster and Beer Feast to be held on May 20, 2012 and the annual Stax Wine Raffle.

### III. BOARD ANNOUNCEMENTS

Joan Solu announced the 5<sup>th</sup> Annual Art Auction and Carnival to be held at Del Mar Elementary School on June 3, 2012.

### IV. APPROVAL OF MINUTES

MOTION: Member Mendoza motioned for approval of the April 12, 2012 minutes, Member Jacquez seconded, all in favor (6-0).

### V. UNFINISHED BUSINESS

#### A) Morro Bay 4<sup>th</sup> Request for Funding Reconsideration

Daniel Podesto provided an update on fundraising activities for the 4<sup>th</sup> of July event.

MOTION: Member Behman motioned to amend previous motion that provided \$2,500 to the event be used toward City services instead of banners, Member Jacquez seconded, all in favor (6-0).

MOTION: Member Jacquez motioned the TBID fund additional \$2,500 for 4<sup>th</sup> of July event to be used for at their discretion, Member Meyers seconded, all in favor (6-0).

B) 2012/2013 Budget Discussions

Member Meyers presented a proposed 2012/2013 TBID Budget for discussion.

MOTION: Member Jacquez motioned to adopt Consolidated Destination Marketing Pro Forma Forecast 2012 Budget with changes to the profit/loss contingency and the addition of a cover letter written by sub-committee for presentation to City Council. Member Amini seconded, all in favor (6-0).

**VI. MONTHLY REPORTS**

A) BCA Advertising Agency Report

Shari Clark, BCA representative provided an update on the marketing and advertising report.

B) Trade Show Sub-Committee

Chair Solu and member Jacquez provided an update on the upcoming Savor event and plans for a booth at the 4<sup>th</sup> of July event.

C) Web Site Sub-Committee Report

This item was discussed under New Business.

D) Hotel Packaging Sub-Committee Report

This sub-committee did not meet.

E) Creative Sub-Committee Report

This sub-committee did not meet.

F) Public Relations Sub-Committee

This sub-committee did not meet.

G) Visitors and Conference Bureau Report/County Business Improvement District Report

Member Meyers has stepped forward to be a member of the County VCB Board. Board members discussed and support this decision.

H) Visitors Center Report

Craig Schmidt provided an update on Visitor's Center activity which has shown an increase for January, February and March over previous years.

I) Review of Transient Occupancy Tax

Chair Solu provided the TOT report which showed an increase of 9% as compared to last year.

J) Budget Sub-Committee Report

Chair Solu discussed 2011/2012 account balances and need to account for \$27,000 expenditure from the previous fiscal year and whether that has been resolved.

**VII. NEW BUSINESS**

A) Recommendation to Renew the TBID Assessment for FY 2012/13 to Continue Its Activities

MOTION: Member Jacquez motioned to renew the TBID Assessment for FY 2012/13, member Meyers seconded, all in favor (5-0-1), with Behman abstaining.

B) Discussion of Website Launch and Funding

MOTION: Member Jacquez motioned the TBID fund the website launch for \$3,000, member Amini seconded, all in favor (6-0).

C) Discussion of Website Domain Name

Discussion regarding whether the Tourism Bureau should continue to partner with the Chamber using one website. Craig Schmidt suggests that although further dialogue is needed, the Chamber would like to continue the partnership. No action was taken.

D) Discussion and Recommendation of Bylaws for Tourism Bureau

Rob Schultz provided an update on the draft Bylaws for the Tourism Bureau. No action was taken.

E) Discussion and Recommendation for Hiring Process of Director of Tourism

MOTION: Member Behman motioned to form a sub-committee to establish a process and make recommendations for hiring a Director of Tourism, consisting of Members Behman, Solu and Jacquez. Member Jacquez seconded, all in favor (6-0).

MOTION: Member Jacquez motioned to form a sub-committee to transition business related contracts for the new Tourism Bureau, consisting of Members Meyers, Mendoza and Amini. Member Behman seconded, all in favor (6-0).

F) Presentation of TOT Rebate through Motel/Hotel Revitalization Program

Member Meyers presented a staff report from City of Palm Springs regarding an economic development program in the form of TOT rebate incentive for new construction or redevelopment of motels/hotels.

MOTION: Member Jacquez motioned to form a sub-committee to work with City staff to develop a TOT Rebate/Revitalization program to present to City Council, consisting of Members Meyers, Biaggini and Behman. Member Behman seconded, all in favor (6-0).

**VIII. DECLARATION OF FUTURE AGENDA ITEMS**

Develop public service announcement to educate local population on the benefits of tourism.

**IX. ADJOURNMENT** – the meeting was adjourned at 12:45 p.m.

## May-12 Promotions Report

	May-12	May-11	FYT 2012 AVG p/DAY	FYT 2012
<b>Phone Calls</b>	510	514		
<b>Total Visitors</b>	1637	1,716		
<b>Emails answered with info</b>	13	19		
<b>Total Promotional Mailings</b>	May-12	May-11	FYT 2012 AVG p/DAY	FYT 2012
<b>Tourist Packs</b>	4	32		
<b>Relocation Packs</b>	1	4		
<b>Total</b>	<b>5</b>	<b>36</b>		
<b>Fullfillment</b>	May-12	May-11	FYT 2012 AVG p/DAY	FYT 2012
<b>Ca. Visitors Guide</b>				
<b>Sierra Magazine</b>				
<b>Sunset</b>	151			
<b>Travel 50 &amp; Beyond</b>	193			
<b>National Geographic</b>				
<b>Budget Travel</b>				
<b>International</b>				
<b>Misc Email/Phones</b>	24			
<b>Total</b>	<b>368</b>	<b>0</b>		
<b>Calls 800# &amp; Source:</b>	Jan-12	Jan-11	FYT 2012 AVG p/DAY	FYT 2012
<b>AAA</b>				
<b>Internet</b>				
<b>Sunset</b>				
<b>Fulfilment Lit</b>				
<b>Coastal Living</b>				
<b>L A Times</b>				
<b>Total</b>				
<b>REFERALS</b>	Jan-12	Jan-11	FYT 2012 AVG p/DAY	FYT 2012
<b>Lodging</b>				
<b>Dining</b>				
<b>Recreation</b>				
<b>Retail</b>				
<b>Real Estate</b>				
<b>Events</b>				
<b>Total</b>				

**CITY OF MORRO BAY  
TRANSIENT OCCUPANCY SUMMARY  
FISCAL YEAR 10/11**

	(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)	
	MOTEL RECEIPTS	MOTEL TAX COLLECTED	OCC RATE	MOTEL #RMS	TRAILER PARK RECEIPTS	TRAILER PARK TAX COLLECTED	VACATION RENTAL RECEIPTS	VACATION RENTAL TAX COLLECTED	TOTAL TAX COLLECTED	2% July-Oct 3%-Nov MBTBID MONEY COLLECTED
JULY	\$2,342,761.58	\$234,275.76	72%	919	\$245,249.67	\$24,524.97	\$248,662.05	\$24,866.26	\$283,666.98	\$46,849.32
AUGUST	\$2,111,236.31	\$211,127.85	68%	919	\$198,362.11	\$19,836.21	\$220,974.71	\$22,097.47	\$253,061.53	\$42,223.47
SEPTEMBER	\$1,599,855.03	\$159,985.18	59%	920	\$165,547.71	\$16,554.77	\$89,285.66	\$8,714.07	\$185,254.02	\$32,000.93
OCTOBER	\$1,355,204.63	\$135,833.21	51%	919	\$117,453.89	\$11,745.39	\$89,902.01	\$8,990.22	\$156,568.82	\$27,103.62
NOVEMBER	\$920,550.50	\$92,055.45	40%	919	\$111,961.23	\$11,196.12	\$103,009.96	\$10,301.60	\$113,553.17	\$27,616.24
DECEMBER	\$735,891.24	\$73,588.72	33%	919	\$76,669.05	\$7,666.91	\$87,662.82	\$8,766.28	\$90,021.91	\$22,076.61
JANUARY	\$681,677.65	\$68,167.17	33%	918	\$76,070.78	\$7,607.08	\$42,064.54	\$4,206.45	\$79,980.70	\$20,450.33
FEBRUARY	\$786,377.32	\$78,622.12	39%	919	\$79,005.89	\$7,900.59	\$45,487.00	\$4,548.73	\$91,071.44	\$23,583.82
MARCH	\$825,609.54	\$82,560.95	38%	919	\$74,920.48	\$7,492.05	\$61,516.81	\$6,151.68	\$96,204.68	\$24,768.24
APRIL	\$1,292,750.33	\$129,443.92	56%	919	\$133,655.91	\$13,365.59	\$95,803.73	\$9,580.37	\$152,389.88	\$38,781.73
MAY	\$1,418,240.88	\$141,883.13	51%	921	\$128,443.00	\$12,844.30	\$97,076.86	\$9,675.69	\$164,403.12	\$42,547.23
JUNE	\$1,643,337.19	\$164,333.52	58%	919	\$171,013.01	\$17,101.30	\$207,163.13	\$20,716.31	\$202,151.13	\$49,299.65
	\$15,713,492.20	\$1,571,876.98			\$1,578,352.73	\$157,835.28	\$1,388,609.28	\$138,615.13	\$1,868,327.38	\$397,301.19

\* One Motel has not turned in receipts

**OCCUPANCY RATE 10%**

**MORRO BAY TOURISM BID ACCESSMENT 3% as of Nov 2010- For Motels, Hotels and Bed & Breakfasts**

**CITY OF MORRO BAY  
TRANSIENT OCCUPANCY SUMMARY  
FISCAL YEAR 2011/12**

	(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)	
						TRAILER		VACATION	(B+E+G)	
	MOTEL	MOTEL	OCC	MOTEL	TRAILER	PARK	VACATION	RENTAL	TOTAL TAX	MBTBID
	RECEIPTS	TAX	RATE	#RMS	PARK	TAX	RECEIPTS	TAX	COLLECTED	
		COLLECTED			RECEIPTS	COLLECTED		COLLECTED	COLLECTED	
JULY	\$2,539,743.90	\$254,187.76	76%	919	\$259,903.89	\$25,990.39	\$301,176.77	\$30,117.68	\$310,295.83	\$76,191.08
AUGUST	\$2,215,392.95	\$221,572.62	70%	919	\$196,885.84	\$19,688.58	\$203,287.75	\$20,328.78	\$261,589.97	\$66,461.34
SEPTEMBER	\$1,616,903.81	\$161,692.46	58%	919	\$156,956.10	\$15,695.61	\$106,863.69	\$10,686.77	\$188,074.84	\$48,492.62
OCTOBER	\$1,407,977.64	\$140,796.96	52%	919	\$125,632.03	\$12,563.20	\$80,082.92	\$8,008.29	\$161,368.46	\$42,238.23
NOVEMBER	\$941,134.30	\$94,113.43	39%	919	\$101,562.90	\$10,156.29	\$114,654.91	\$11,465.99	\$115,735.71	\$28,234.03
DECEMBER	\$883,634.63	\$88,395.96	38%	919	\$91,970.49	\$9,197.05	\$103,271.54	\$10,327.15	\$107,920.17	\$26,509.04
JANUARY	\$771,296.36	\$77,129.64	34%	910	\$86,728.20	\$8,672.82	\$36,382.60	\$3,638.26	\$89,440.72	\$23,138.89
FEBRUARY	\$864,785.92	\$86,478.59	37%	911	\$80,942.29	\$8,094.23	\$49,185.34	\$4,918.53	\$99,491.36	\$25,943.58
MARCH	\$1,001,389.45	\$100,138.95	42%	909	\$100,264.35	\$10,026.44	\$63,944.46	\$6,394.45	\$116,559.83	\$30,041.63
APRIL	\$1,353,291.27	\$135,329.43	55%	920	\$117,303.12	\$11,730.31	\$106,582.71	\$10,658.27	\$157,718.01	\$40,598.65
MAY	\$0.00	\$0.00	0%	919	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
JUNE	\$0.00	\$0.00	0%	919	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$13,595,550.23	\$1,359,835.79			\$1,318,149.21	\$131,814.92	\$1,165,432.69	\$116,544.17	\$1,608,194.88	\$407,849.09