

City of Morro Bay

Tourism Business Improvement District Advisory Board

Mission Statement

The City of Morro Bay is dedicated to the preservation and enhancement of the quality of life. The City shall be committed to this purpose and will provide a level of municipal service and safety consistent with and responsive to the needs of the public.

NOTICE OF SPECIAL MEETING

**THURSDAY, OCTOBER 8, 2015
MORRO BAY VETERAN'S HALL – 9:00 A.M.
209 SURF STREET, MORRO BAY, CA**

ESTABLISH QUORUM AND CALL TO ORDER

PUBLIC COMMENT PERIOD RE: ITEMS ON THE AGENDA

SPECIAL MEETING AGENDA ITEMS:

- I. APPROVAL OF MINUTES FROM THE AUGUST 13, 2015 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD MEETING
- II. DISCUSSION & DIRECTION REGARDING THE SEPTEMBER 22, 2015 CITY COUNCIL PUBLIC WORKSHOP

ADJOURNMENT

THIS AGENDA IS SUBJECT TO AMENDMENT UP TO 24 HOURS PRIOR TO THE DATE AND TIME SET FOR THE MEETING. PLEASE REFER TO THE AGENDA POSTED AT CITY HALL FOR ANY REVISIONS, OR CALL CITY HALL AT 772-6201 FOR FURTHER INFORMATION.

IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN A CITY MEETING, PLEASE CONTACT THE CITY CLERK'S OFFICE AT LEAST 24 HOURS PRIOR TO THE MEETING TO INSURE THAT REASONABLE ARRANGEMENTS CAN BE MADE TO PROVIDE ACCESSIBILITY TO THE MEETING.

MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – AUGUST 13, 2015
VETERAN’S MEMORIAL HALL – 9:00 A.M.

PRESENT: Joan Solu Chair
 Jack Smith Vice Chair
 Michelle Jacquez Member
 Taylor Newton Member
 Fred Reed Member

STAFF: Sam Taylor Deputy City Manager
 Brooke Austin Deputy City Clerk
 Brent Haugen Tourism Bureau Director

I. CALL TO ORDER

The meeting was called to order at 9:03 a.m.

II. PUBLIC COMMENT PERIOD

<https://youtu.be/MEbyMB1IBdg?t=1m59s>

The public comment period was opened.

Jayne Behman, resident and owner of the Bayfront Inn, stated that she was not able to stay for the 10:00 a.m. Morro Bay Tourism Board Meeting but wanted to comment on the proposed change of the Tourism Bureau by-laws. She is not in favor of changing the by-laws due to concerns that small hotels and their related issues would not be represented. She is in favor of five hoteliers on the Board, including an hotelier from north Morro Bay.

The public comment period was closed.

III. APPROVAL OF MAY 11, 2015 MINUTES

<https://youtu.be/MEbyMB1IBdg?t=4m55s>

MOTION: Board Member Jacquez moved the Board approve Items III approval of the May 11, 2015 minutes. The motion was seconded by Board Member Newton and carried unanimously, 5-0.

IV. TRANSIENT OCCUPANCY TAX (TOT) QUARTERLY REPORT

<https://youtu.be/MEbyMB1IBdg?t=6m25s>

Chair Solu, along with MBTB Director Haugen, reviewed the quarterly report. There was also discussion about historical data and comparisons.

The public comment period for Item IV was opened.

John Solu, resident and business owner, spoke regarding Smith Travel Report on the SLO City TBID website which lists data for July. He would like to see the City's increased market share for July in comparison to the cities on the report.

The public comment period for Item IV was closed.

THE REPORT WAS ACCEPTED FOR FILE.

V. 2015-16 RELEASE OF CARRY OVER FUNDS FOR THE MBTB BUDGET

<https://youtu.be/MEbyMB1IBdg?t=32m43s>

MBTB Director Haugen provided Board Members with a copy of the budget and reported there was a carryover after the close of the year. The total amount to be released to the Tourism Bureau for marketing is \$985,743.44.

MOTION: Board Member Newton moved the Board to release the carryover funds for the MBTB 2015-2016 Budget. The motion was seconded by Board Member Smith and carried unanimously, 5-0.

VI. BOARD ELECTIONS

<https://youtu.be/MEbyMB1IBdg?t=35m28s>

Chair Solu asked for volunteers for serving as Chair and Vice Chair. She stated that the Chair position is limited to hoteliers, but the Vice Chair position is open to any member.

MOTION: Chair Solu nominated Fred Reed to serve as Chair. The motion was seconded by Board Member Jacquez and carried unanimously, 5-0.

MOTION: Board Member Newton nominated Michelle Jacquez to serve as Vice Chair. The motion was seconded by Board Member Smith and carried unanimously, 5-0.

VII. TBID BYLAW CHANGE RECOMMENDATION PROCESS

<https://youtu.be/MEbyMB1IBdg?t=40m17s>

The Board discussed the recommended changes to broaden the pool of prospective board members and adding a preference for small hoteliers.

MOTION: Board Member Jacquez moved the Board recommend to the City Council modifications to the TBID Advisory Board rules to have three hotel members at large with a preference for one member with 23 or less rooms and one member for 50 or more rooms. The motion was seconded by Board Member Reed and carried unanimously, 5-0.

VIII. BOARD OUTREACH TASKFORCE

<https://youtu.be/MEbyMB1IBdg?t=53m48s>

The Board discussed the current process for requesting participation and the desire to create a taskforce of two members to perform outreach. The idea of one hotelier and one non-hotelier w

MOTION: Chair Solu moved to create a task force with Board Member Reed and Board Member Newton performing outreach to develop interest in the open TBID positions. The motion was seconded by Board Member Reed and carried unanimously, 5-0.

IX. CITY COUNCIL GOAL 6G

<https://youtu.be/MEbyMB1IBdg?t=58m19s>

Deputy City Manager Taylor highlighted the goal set by the City Council and the process of evaluating different TBID models. Staff wants to inform and engage the Board in the discussion.

The Board wants better communication with Council and appreciates the improvements being made in communication with City staff. They want to make sure all previous research that brought about the current TBID model is considered. The current TBID model is successful and the Board and the Bureau are constantly seeking to increase performance.

X. DESIGNATED CITY AND CITY COUNCIL LIAISONS

<https://youtu.be/MEbyMB1IBdg?t=1h34m1s>

MBTB Director Haugen recommended liaisons so that Council has an opportunity to hear directly from the Board on TBID issues. Board Members Smith and Jacquez volunteered to serve as liaisons to the Council if necessary.

XI. DECLARATION OF FUTURE AGENDA ITEMS

There were no items to declare at this time.

XII. NEXT TBID BOARD MEETING

The next regular TBID meeting will be held on Thursday, November 12, 2015 at 9:00 a.m. at the Veteran's Memorial Hall, 209 Surf Street, Morro Bay, California.

XIII. ADJOURNMENT

MOTION: Board Member Smith moved to adjourn the meeting at 10:47 a.m. The motion was seconded by Board Member Newton and carried unanimously, 5-0.

Recorded by:

Brooke Austin
Deputy City Clerk