

**MINUTES - TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – JULY 14, 2016
VETERAN’S MEMORIAL HALL – 9:30 A.M.**

PRESENT:

Michele Aanerud	Chairperson
Jayne Behman	Member
Maggie Juren	Member
Taylor Newton	Member
Paul VanBeurden	Member
Charlie Yates	Member
Aaron Graves	Member

STAFF:

Jennifer Little	Tourism Manager
Liz Gilson	Executive Assistant to City Tourism Manager.

I. ESTABLISH QUORUM AND CALL TO ORDER

A quorum was established with all members present. The meeting was called to order at 9:31 a.m.

II. PUBLIC COMMENT PERIOD

The public comment period was opened. Seeing none, the public comment period was closed.

III. APPROVAL OF MINUTES FROM MAY 19, 2016 TBID ADVISORY BOARD MEETING

Member Graves made a motion to approve minutes with one change of name in Section B-1 from Jennifer Leal to Jennifer Little. Member Yates seconded the motion. The motion to approve minutes with name change passed 7-0.

IV. APPROVAL OF MINUTES FROM JJUNE 9, 2016 TBID ADVISORY BOARD MEETING

Member Yates made a motion to approve the minutes as written. Member Juren seconded the motion. The motion was approved 5 - 2 with Members Graves and Aanerud abstaining.

V. BEAUTIFICATION & TOURISM HOW WE GROW TOGETHER

<https://youtu.be/jYldu9cuyu4?t=181>

Manager Little spoke about the Manager Little talked about a sign project being done by San Luis Council of Governments (SLOCOG) and Cal Trans that would assist in enhancing the Embarcadero walk. Cal Trans sign project grant and how she as Tourism Manager can help without it affecting the budget. She then asked the Board for any Comments. The Consensus being that the TBID Board should follow up on how to utilize the project once SLOCOG has done their part and see how it could be enhanced.

VI. DISCUSSION OF INFORMATION DIRECTORY/KIOSKS

<https://youtu.be/jYldu9cuyu4?t=650>

Manager Little spoke on the need for informational kiosks and stated that here was a lack of movement between the Rock, Embarcadero and Downtown. Five locations have been proposed. Manager Little stated that no budget has been calculated at this time. Manager Little then asked for Board opinions. The Board commented that the Kiosks would be a good idea but more discussion needs to occur on placement, cost, long term maintenance, flexibility of changing information and that the Kiosks were possibly more a City or Chamber of Commerce project. Manager Little commented that she would follow up with the City and the Chamber of Commerce.

VII. FINDING DORY PRESS COVERAGE UPDATE

<https://youtu.be/jYldu9cuyu4?t=650>

Manager Little reported that press coverage is monstrous and that the City is working with Disney to possibly get licensing to use Home of Dory. Chairperson Aanerud asked for any comments from board members. The Board commented on unfortunate lost opportunities, what options are for future promotion and pursuing Disney for support of future Aquarium project.

VIII. MARKETING OVERVIEW REPORT

<https://youtu.be/jYldu9cuyu4?t=2640>

Manager Little reported on current projects being worked on by Tourism Department.

- a) Manager Little reported that she is working on new Airport and CA Visitor Centers rack cards but feels that rack cards have been unsuccessful in the past. The Board commented that the rack card needed to be reexamined as an advertising tool.
- b) Manager Little reported that she has been doing mid-week social media pushes to boost bookings highlighting our cool summer temperatures. Member Behman commented there were issues with the hotel/motel booking link on the website. Manager Little stated that she would look into the issue and get it fixed.
- c) Manager Little reported on Maritime Discovery Month in October and the coming of the ship San Salvador. She stated that Mental Marketing has been contracted by the Maritime Museum to help with marketing this event.
- d) Manager Little reported on the upcoming 2016 Emmy event sponsorship to promote Morro Bay with Morro Bay Oyster Company serving oysters. Chairperson Aanerud asked for Board consensus. Board members commented. The Board agreed that it is a good idea and should be pursued.
- e) Manager Little reported on the IPW Trade Show that Sales Manager Aaron attended and that Young collected a lot of great leads for group bookings and that she and Young are putting together the schedule of future trade shows Young will be attending.
- f) Manager Little reported on the September Wine Month Promotion and that the Promotion is geared toward getting guests to book two nights instead of one. She asked for Board comments. The Board commented.
- g) Manager Little introduced new Tourism Department Staff Liz Gilson and Shannon McCallister
- h) Manager Little recapped the June PR report.
- i) Manager Little reported on grant applications and that she has assembled a 5-member task force to look over the grant applications.

- j) Manager Little reported on asking the City to allow trolley rides to be free on Labor Day weekend and how she plans to advertise it. The Board commented and agreed that it is a good idea.
- k) Manager Little reported on weekly eblasts and the fact that response is very small and that they would be better used for quarterly business and big events and that these need to be reanalyzed and find a better way to use. The Board commented, shared ideas and agreed that the eblasts should be reanalyzed.
- l) Manager Little started to report on the Cow Parade Art Project Casey Caldwell, President of the Morro Bay Art association approached the podium and asked that the Board reopen public comment as she would like to advise the Board on the placement of the TBID Sponsored Cow. She gave history and event update for Art Association. She stated that Morro Bay High School approached the Art Association for sponsorship of materials for the Cow and that the Art Association would like to donate \$1,000.00. She then asked the Board to consider displaying the Cow at Art Center Morro Bay 835 Main St. Morro Bay. The Board and Manager Little discussed.

MOTION: Board Member Behman moved that the Cow that has been in part sponsored by the TBID be moved to the Art Center outside the gates as previously discussed, unless map and advertising materials have already been completed by the County and that the location is approved by the City and that the installation can be made to correct specifications and that the Art Center has a Million Dollar liability policy in place. And that the TBID and the City be named as a loss payee. The motion was seconded by Board Member Newton and was passed by a 5 – 2 vote.

IX. DECLARATION OF FUTURE ITEMS

<https://youtu.be/jYldu9cuyu4?t=7120>

The Board would like to see the following items as future agenda items: 1) Discuss making a recommendation to make the Sales Manager City employee. 2) That wine month be revisited and whether or not Hoteliers need liquor license to have wine in room. 3) That the monthly TOT report be brought back with a comparison of last year to this year. 4) Follow up on progress of Emmys and being able to use phrase Jewel of the Sea.

X. ADJOURNMENT

The meeting adjourned at 11:33 a.m. The next Regular Meeting will be held on Thursday, August 14, 2016 at 9:00 a.m. at the Veteran’s Memorial Hall located at 209 Surf Street, Morro Bay, California.

Recorded by:

Liz Gilson, Executive Assistant to City Tourism Manager