

MINUTES - TOURISM BUSINESS IMPROVEMENT
DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – MARCH 16, 2017
VETERAN'S MEMORIAL HALL – 9:00 A.M.

PRESENT: Aaron Graves Chairperson
Charlie Yates Vice Chairperson
Maggie Juren Member
Taylor Newton Member
Sean Green Member

STAFF: Jennifer Little Tourism Manager
Ikani Taumoepeau Deputy City Manager
Lori Kudzma Deputy City Clerk

I. ESTABLISH QUORUM AND CALL TO ORDER

https://youtu.be/LQHLMIR_on8?t=39s

A quorum was established and the meeting was called to order at 9:02 a.m.

Chairperson Graves welcomed new Board Member Sean Green. Mr. Green gave a brief introduction.

II. PUBLIC COMMENT

https://youtu.be/LQHLMIR_on8?t=2m3s

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

III. APPROVAL OF MINUTES FROM THE JANUARY 19, 2017, TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD MEETING

https://youtu.be/LQHLMIR_on8?t=2m16s

Public comment: None

MOTION: Motion by Member Yates to accept the minutes as written. The motion was seconded by Member Juren and carried 5-0.

IV. JANUARY 2017 TRANSIENT OCCUPANCY TAX (TOT) REPORT

https://youtu.be/LQHLMIR_on8?t=3m14s

Tourism Manager Little gave the report and answered questions from the Board.

Chairperson Graves suggested that the current year always be the left column for consistency.

Member Yates thanked staff and SLOCAL for preparing the access maps and providing to the hotels.

Member Newton stated that the December 2016 numbers should have also been included on this agenda because the prior meeting was canceled.

V. FEBRUARY 2017 MARKETING, PUBLIC RELATIONS, UPDATE, HIGHWAY 1 CLOSURE PLAN

https://youtu.be/LQHLMIR_on8?t=9m2s

Maryann Stansfield of Mental Marketing gave the presentation and answered questions from the Board.

Member Yates requested that there be an online demonstration of how Jackrabbit works at a future meeting.

Tourism Manager Little suggested including the demonstration at the upcoming Stakeholders meeting.

There was a discussion about the digital/web/print analytics. Reach and engagements numbers will be added to future analytics.

Public Comment: None

VI. **MARKETING OVERVIEW FOR 2017-18**

https://youtu.be/LQHLMIR_on8?t=48m4s

Tourism Manager Little gave the presentation and answered questions from the Board. Ms. Little went over the plan for each month in the upcoming year.

There was discussion about the need for an event planner for some events that are planned in the upcoming year.

There was a quorum check to see if Board Members were available to continue the meeting beyond 11:00 a.m.

Board Member Yates stepped out of the meeting at 10:48 a.m.

The Board took a brief recess at 10:49 a.m.

The Board reconvened at 10:54 a.m. Board Member Yates was also in attendance.

There was consensus to continue until 11:30 a.m.

https://youtu.be/LQHLMIR_on8?t=1h48m57s

In the interest of time, item VIII was heard next.

VIII. **2017-18 GRANT APPLICATION OVERVIEW**

https://youtu.be/LQHLMIR_on8?t=1h49m3s

Tourism Manager Little gave the report and answered questions from the Board.

MOTION: Motion by Board Member Yates to accept the new grant application as written. The motion was seconded by Board Member Newton and the motion carried 5-0.

https://youtu.be/LQHLMIR_on8?t=1h55m

In the interest of time, item X was heard next.

X. **GRANT/SPONSORSHIP FOR SLO JAZZ SERIES IN OCTOBER**

https://youtu.be/LQHLMIR_on8?t=1h55m8s

Tourism Manager Little gave the staff report and answered questions from the Board.

There was Board consensus to continue moving forward with discovery and bring back to the Board with additional information, before voting to approve the spending.

Item VII was heard next.

VII. **AMGEN \$25,000 TBID SPONSORSHIP REQUIREMENTS AND EVENT UPDATE**

https://youtu.be/LQHLMIR_on8?t=2h8m57s

Tourism Manager Little gave an update on the Amgen event and answered questions from the Board.

The report was received and filed.

Item IX was heard next.

IX. BUDGET ADJUSTMENT REQUEST FOR FISCAL YEAR 2016/17

https://youtu.be/LQHLMIR_on8?t=2h11m39s

Tourism Manager Little gave the report and answered questions from the Board.

Public Comment: None

The report was received and filed.

Item XI was heard next.

XI. NOMINATION AND ELECTION OF MEMBERS FOR CHAIRPERSON AND VICE CHAIRPERSON POSITIONS

https://youtu.be/LQHLMIR_on8?t=2h18m31s

Chairperson Graves asked for nominations for Chairperson.

Board Member Yates nominated Aaron Graves to serve as Chairperson. The motion was seconded by Board Member Juren and carried 4-0-1, with Board Member Graves abstaining.

Chairperson Graves nominated Board Member Yates to serve as Vice Chairperson. The motion was seconded by Board Member Newton and carried 4-0-1, with Board Member Yates abstaining.

XII. DECLARATION OF FUTURE AGENDA ITEMS

https://youtu.be/LQHLMIR_on8?t=2h20m13s

Board Member Yates would like a Jack Rabbit demonstration at a future meeting.

Chairperson Graves would like the possibility of an event planner brought forward to be discussed at a future meeting.

Board Member Newton would like to see some collaboration with the golf course and specifically some information about the Monarch Butterfly Grove.

XIII. ADJOURNMENT

https://youtu.be/LQHLMIR_on8?t=2h22m59s

The meeting adjourned at 11:27 a.m. There will be a special meeting on April 6, 2017, and the next Regular Meeting will be held on Thursday, April 20, 2017 at 9:00 a.m. at the Veteran's Memorial Hall located at 209 Surf Street, Morro Bay, California.

Recorded by:



Lori M. Kudzma
Deputy City Clerk