

MINUTES- TOURISM BUSINESS IMPROVEMENT
DISTRICT (TBID) ADVISORY BOARD SPECIAL
MEETING – OCTOBER 24, 2017
VETERAN'S MEMORIAL HALL – 1:00 P.M.

MEMBERS PRESENT:	Aaron Graves	Chairperson
	Charlie Yates	Member
	Sean Green	Member
	Maggie Juren	Member
ABSENT:	Taylor Newton	Member
	Steven Allen	Member
STAFF PRESENT:	Jennifer Little	Tourism Manager
	Ikani Taumoepeau	Deputy City Manager
	Scott Graham	Community Development Director
	Joseph Pannone	City Attorney
	Lori Kudzma	Deputy City Clerk

ESTABLISH QUORUM & CALL TO ORDER

<https://youtu.be/IYYZBbAuHy8?t=27s>

A quorum was established and the meeting was called to order at 1:01 p.m., with four members present.

1. INFORMATIONAL WORKSHOP REGARDING ADDING VACATION RENTALS & RV PARKS TO THE TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ASSESSMENT
 - a. TBID Background Presentation by Deputy City Manager, Ikani Taumoepeau
 - b. Vacation Rental Moratorium Update, Community Development Director, Scot Graham
 - c. TBID Benefits Presentation by Mental Marketing

Community Development Director Graham gave an update on the moratorium and answered questions from the public. <https://youtu.be/IYYZBbAuHy8?t=2m48s>

Deputy City Manager Taumoepeau gave background of the TBID and answered questions from the public. <https://youtu.be/IYYZBbAuHy8?t=5m27s>

Maryann Stansfield and Mark Elterman of Mental Marketing gave a presentation on TBID benefits, and answered questions from the public. <https://youtu.be/IYYZBbAuHy8?t=18m41s>

PUBLIC COMMENT PERIOD FOR ITEMS ON THE AGENDA

<https://youtu.be/IYYZBbAuHy8?t=1h40s>

Chuck Close, vacation rental owner, inquired as the decision making process and stated participation does not appear to be voluntary.

Rich Buquet, vacation rental owner, spoke regarding who would be allowed to vote. Mr. Buquet was curious to see budget for the assessments that would be collected from vacation rentals and RV parks.

Nick Juren, Beach & Bay Vacation Rentals, inquired as to how vacation rentals could legally be included when previously excluded. Mr. Juren shared that his business does not have walk-ins and tend to book an average 5-night stay. Mr. Juren stated he would support a 1% assessment.

Robert Uslner, U Relax, stated the assessment would be detrimental to their business, TOT is one of the highest, making them less competitive. Mr. Ulsner also stated that a TBID is not needed in Morro Bay and that the maximum assessment should have been 1%.

Dianne Buquet, vacation rental owner, stated they do not need any more business as they are already turning business away. Ms. Buquet also stated they would not want their address published on any website as it is behind their private home. Ms. Buquet urged the Board not to include vacation rentals.

Ian Starky, Rockstar Properties, expressed disagreement with how this is being implemented. Mr. Starky suggested letting the vacation rentals and RV parks decide, or have their own separate TBID.

Don Doubledee, vacation rental owner, stated he uses VRBO and has plenty of people. Mr. Doubledee also stated he would not want to be listed on any website.

Val Seymour, County Marketing Board, stated there needed to be a better presentation and that today's presentations were too general.

Joan Solu, hotel owner, spoke regarding the formation of the TBID in 2009. Ms. Solu spoke in support of reducing the adversarial situation by allowing them to have their own TBID.

Andy Hampp, Cypress RV Park, stated the assessment far outweighs the benefit, the RV industry has boomed in the last 2 years and he often cannot accommodate guests because they are already full. Mr. Hampp stated he does not need the TBID and should not be forced to pay.

Doug Clawson, Morro Bay Dunes RV Park, stated he takes reservations a year in advance.

The Public Comment period was closed.

Staff addressed the questions raised during public comment.

City Attorney Pannone addressed how the Board is allowed to vote, and explained the exemption that applies some members of the Board. Mr. Pannone also explained the Board was allowed to ask questions of staff or ask for more analysis.

Board Member Green asked to see a 1% assessment penciled out for the next 3 years, specifically 1% for vacation rentals and RV parks, with a 1%, 2% and 3% TBID. Mr. Green also asked to see ROI numbers on marketing, and the time and expense for processing vacation rental permit applications.

Board Member Juren asked to see the additional percentage options in addition to 1994 regulation analysis.

Chairman Graves asked to see office structure for tourism and what additional staff would be required to add vacation rentals and RV parks. Mr. Graves would also like to know the break even point if the assessment is reduced and vacation rentals and RV parks are added.

ADJOURNMENT

<https://youtu.be/IYYZBbAuHy8?t=1h50m44s>

The meeting adjourned at 2:52 p.m. The next meeting Regular Meeting will be held on **Thursday, November 16, 2017 at 9:00 a.m.** at the Veterans Memorial Hall located at 209 Surf Street, Morro Bay, California.

Recorded by:



Lori M. Kudzma

