

MINUTES- TOURISM BUSINESS IMPROVEMENT  
DISTRICT (TBID) ADVISORY BOARD  
SPECIAL ANNUAL STAKEHOLDER MEETING – MARCH 1, 2018  
VETERAN'S MEMORIAL HALL – 9:00 A.M.

MEMBERS PRESENT: Charlie Yates Vice Chair  
Maggie Juren Member  
Taylor Newton Member  
Sean Green Member  
Steven Allen Member  
Kenn Clark Member

MEMBERS ABSENT: Aaron Graves Chair

STAFF PRESENT: Jennifer Little Tourism Manager  
Scott Collins City Manager  
Lori Kudzma Deputy City Clerk

- I. ESTABLISH QUORUM AND CALL TO ORDER  
<https://youtu.be/CHTdVAMduWE?t=1m25s>  
Vice Chair Yates called the meeting to order at 9:04 a.m., with five members present. Board Graves was absent.
- II. WELCOME & OPENING COMMENTS  
Vice Chair Yates gave brief opening comments.
- III. PUBLIC COMMENT FOR ITEMS ON THE AGENDA
- IV. YEAR IN REVIEW, 2017-18 & LOOKING AHEAD, 2018-19 (Tourism Manager)  
<https://youtu.be/CHTdVAMduWE?t=3m39s>  
Tourism Manager Little went over the 6-month review (July – December 2017) and what is new for 2018-19.  
  
SLOCAL had not yet arrived and they moved on to comments from the City Manager and will hear from SLOCAL when they arrive.  
<https://youtu.be/CHTdVAMduWE?t=57m51s>
- VI. CONCLUSION (City Manager)  
City Manager Collins spoke regarding tourism and TBID.  
  
Public Comment:  
Paul VanBeurden from The Dutchmen Seafood House asked about the paving across the street from restaurant.  
  
Val Seymour, County Marketing Board representing Morro Bay, Front Street Inn & Spa, offered to relay information to the SLOCAL Board.

Joan Solu spoke about the information provided and voiced concerns about some of the information provided in the report., specifically reports should provide year over year information. Ms. Solu stated that according to destination marketing studies, 38% of business comes from northern California and she believes the TBID should be marketing to that area.

Niche, Morro Crest Inn, spoke regarding having two-day events.

Maggie Juren asked about the plan for one-way traffic on the Embarcadero. Community Development Director Graham spoke to the Embarcadero sidewalk widening project, as well as status of the General Plan/Local Coastal Plan updates.

Sean Green spoke regarding the vacation rental ordinance set to expire. Community Development Director Graham gave an update regarding the changes that will be coming forward with the General Plan/Local Coastal Plan/ and Zoning Plan.

Charlie Yates spoke regarding the opening of the Maritime Museum.

Steven Allen, TBID Board Member, asked for a 60 second overview of economic vitality for the City.

Joan Solu spoke requesting clarification of what is included in the administration portion of the 6-month budget.

Finance Director Callaway spoke regarding the administration portion of the budget.

V. SLO CAL VIEW & VISIONS

<https://youtu.be/CHTdVAMduWE?t=1h23m16s>

Brooke Burnham, VP of Marketing for SLOCAL, spoke regarding direction for future years.

VI. ADJOURN

The meeting adjourned at 10:55 a.m. The next Regular Meeting will be held on Thursday, March 15, 2018.

Recorded by:

Lori M. Kudzma  
Deputy City Clerk