

MINUTES – TOURISM BUSINESS IMPROVEMENT
DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – MAY 16, 2019
VETERANS MEMORIAL HALL – 9:00AM

MEMBERS PRESENT:	Charlie Yates	Chair
	Steven Allen	Vice Chair
	Joan Solu	Member
	Nancy Dickenson	Member
	Amish Patel	Member
	Chris Kostecka	Member
ABSENT:	Isaac Su	Member
STAFF PRESENT:	Scott Collins	City Manager
	Scot Graham	Community Development Director
	Jennifer Little	Tourism Manager
	Lori Kudzma	Deputy City Clerk
	Megan Leininger	Marketing & Communications Coordinator

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/-crJTZJOoeU?t=16>

Chair Yates called the meeting to order at 9:00 a.m. with six members present. Board Member Su was absent.

MOMENT OF SILENCE
PLEDGE OF ALLEGIANCE

BOARD MEMBER ANNOUNCEMENTS

<https://youtu.be/-crJTZJOoeU?t=93>

Board Member Dickenson made a brief announcement regarding Amgen.

STAFF ANNOUNCEMENTS

<https://youtu.be/-crJTZJOoeU?t=107>

Tourism Manager Little gave brief updates including Amgen and the upcoming vacation rental/RV park outreach meetings.

Marketing & Communications Coordinator Leininger went over marketing updates.

There was a brief discussion about frequency of marketing reports.

PUBLIC COMMENT

<https://youtu.be/-crJTZJOoeU?t=908>

Robert Davis thanked the Board and staff for supporting the Amgen event.

Alexis, Blooming Rose Day Spa, spoke regarding communication with local businesses.

A. CONSENT AGENDA

<https://youtu.be/-crJTZJOoeU?t=1390>

A-1 APPROVAL OF MARCH 21, 2019, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID)
ADVISORY BOARD MEETING MINUTES

RECOMMENDATION: Approve as submitted.

A-2 APPROVAL OF APRIL 18, 2019, TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD SPECIAL MEETING – ANNUAL STAKEHOLDERS MEETING MINUTES

RECOMMENDATION: Approve as submitted.

A-3 APPROVAL OF MENTAL MARKETING'S REPORTS FOR APRIL (MARCH) 2019

RECOMMENDATION: Approve as submitted.

There was discussion about the possibility of amending minutes for the April 18, 2019, Stakeholders Meeting to reflect Board Members Su and Dickenson present. Deputy City Clerk Kudzma will make changes if able to confirm Board Members Su & Dickenson were present.

MOTION: Board Member Solu moved approval of the consent agenda. The motion was seconded by Board Member Allen and carried 6-0-1, with Board Member Su absent.

B. BUSINESS ITEMS

B-1 MARCH 2019 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT REPORT; (TOURISM MANAGER)

<https://youtu.be/-crJTZJOoeU?t=1538>

Tourism Manager went over the March report and answered questions from the Board.

Public Comment: None

The report was received and filed.

B-2 WAYFINDING PRESENTATION; (COMMUNITY DEVELOPMENT)

<https://youtu.be/-crJTZJOoeU?t=1674>

Community Development Director Graham gave a presentation to the Board regarding preliminary sign designs and answered questions from the Board.

Public Comment:

Alexis spoke regarding the possibility of interactive maps.

There was no action for this item.

B-3 CONSIDERATION OF THE MORRO BAY TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ANNUAL REPORT AND CONTINUATION OF THE TBID ASSESSMENT FOR FY 2019/20

<https://youtu.be/-crJTZJOoeU?t=3166>

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

Public Comment: None

There was discussion about the remaining \$6,000. There was Board consensus to leave the \$6,000 for now to have available if needed.

MOTION: Board Member Kostecka moved the Board approve the Fiscal Year 2019/20 Annual Report and recommend continuation of the 3% TBID Assessment for Fiscal Year 2019/20. The motion was seconded by Board Member Allen and carried 6-0-1, with Board Member Su absent.

The Board took a quick break at 10:36 a.m. and reconvened at 10:40 a.m. with six Board Members present.

B-4 FISCAL YEAR 2019/20 MARKETING PLAN OUTLINE

<https://youtu.be/-crJTZJOoeU?t=5751>

Tourism Manager Little introduced the item and invited Mary Ann Stansfield from Mental Marketing to present the information. Ms. Little and Ms. Stansfield answered questions from the Board.

Public Comment:

Alexis, Blooming Rose, spoke regarding the lack of amenities at hotels and suggested experiences are what is selling.

There was Board discussion about removing item d. "Vacation Rental concepts" and adding a goal to review and refine Adara KPIs.

MOTION: Board Member Solu moved the Board recommend approval of a one-year marketing plan with Mental Marketing to include the elimination of item d. Vacation Rentals concepts and to add in a line that creates a goal to review and refine Adara and our KPIs. The motion was seconded by Board Member Dickenson and carried 6-0-1, with Board Member Su absent.

B-5 SUB-COMMITTEE FOR REVIEW OF TRANSIENT OCCUPANCY TAX (TOT) REPORTS

<https://youtu.be/-crJTZJOoeU?t=7964>

Tourism Manager Little requested two members for a sub-committee to review Transient Occupancy Tax reports.

MOTION: Board Member Allen moved to recommend Board Member Kostecka and Board Member Solu for the TOT sub-committee. The motion was seconded by Board Member Patel and carried 6-0-1, with Board Member Su absent.

B-6 EVENT REVIEW SUB-COMMITTEE

<https://youtu.be/-crJTZJOoeU?t=8117>

Tourism Manager Little requested two members for a sub-committee to review events.

MOTION: Board Member Solu moved Board Member Patel and Board Member Dickenson be selected for the Event Review Sub-committee and that Tourism Manager Little may choose an alternate should one be needed. The motion was seconded by Board Member Kostecka and carried 6-0-1, with Board Member Su absent.

B-7 2020 OFFICIAL MORRO BAY CALENDAR

<https://youtu.be/-crJTZJOoeU?t=8251>

Tourism Manager Little presented the item and answered questions from the Board.

Public Comment: None

There was Board discussion about possibly including events and experiences of Morro Bay.

MOTION: Board Member Solu moved approval of a sponsorship for the 2020 Official Morro Bay Calendar by Danna Joy Photography. The motion was seconded by Board Member Dickenson and carried 6-0-1, with Board Member Su absent.

C. DECLARATION OF FUTURE AGENDA ITEMS – None.

D. ADJOURNMENT

The meeting adjourned at 11:29 a.m.

The next Regular Meeting is scheduled for June 20, 2019.

Recorded by:

Lori M. Kudzma
Deputy City Clerk