

MINUTES – TOURISM BUSINESS IMPROVEMENT
DISTRICT (TBID) ADVISORY BOARD
SPECIAL – MAY 5, 2020
TELECONFERENCE – 9:00AM

TBID conducted this meeting in accordance with Section 3 of California Governor Newsom’s Executive Order N-29-20 issued on March 17, 2020 in response to the present State of Emergency in existence due to the threat of COVID-19. This meeting was held via teleconference for all participants.

MEMBERS PRESENT:	Steven Allen	Chair (9:01 am)
	Amish Patel	Vice Chair
	Chris Kostecka	Member
	Teri Ennis	Member
	Isaac Su	Member
	Joan Solu	Member
	Nancy Dickenson	Member

ABSENT: None

STAFF PRESENT:	Scott Collins	City Manager
	Jennifer Little	Tourism Manager
	Heather Goodwin	Deputy City Clerk
	Megan Leininger	Marketing & Communications Coordinator

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/YIORTdJK2TI?t=19>

Vice Chair Patel called the meeting to order at 9:01 a.m. with six members present.

PUBLIC COMMENT FOR ITEMS ON THE AGENDA

<https://youtu.be/YIORTdJK2TI?t=199>

Carol Truesdale, Morro Bay, proposed questions to the board regarding consulting services, tradeshow space rent, and advertising money; suggested reaching out to local colleges for intern support to help with advertising to save costs.

The public comment period was closed.

SPECIAL MEETING AGENDA ITEM:

I. CONSIDERATION OF THE MORRO BAY TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) FISCAL YEAR (FY) 2020/21 BUDGET; (TOURISM MANAGER)

<https://youtu.be/YIORTdJK2TI?t=329>

Tourism Manager Little gave the report and went over the significant modifications in the Fiscal Year 2020/21 budget that staff is recommending for board consideration; Each Board member made individual comments regarding each line item and asked questions from staff and made suggestions.

No public comment:
None

Chair Allen closed public comment

MOTION: Board Member Solu moved to recommend to the City Council to approve the Morro Bay Tourism Business Improvement District (TBID) Fiscal Year (FY) 2020/21 Budget with the following adjustments: remove all costs associated with trade shows (Space rent, Mileage, Meals/lodging and travel expense \$7500). Increase Supplies line item to \$3200, Decrease Digital Media to \$214,000 and increase Advertising Sponsorships to \$27,200. The motion was seconded by Board Member Kostecka and carried 7-0-0.

ADJOURNMENT

The meeting adjourned at 10:37 a.m.

Recorded by:

Heather Goodwin
Deputy City Clerk