



AGENDA NO: A-10

MEETING DATE: June 26, 2018

**THE FOLLOWING PUBLIC CORRESPONDENCE
WAS RECEIVED BY THE CITY COUNCIL
FOLLOWING POSTING OF THE AGENDA**

Lori Kudzma

From: betty winholtz
Sent: Monday, June 25, 2018 3:21 AM
To: Lori Kudzma
Cc: Scott Collins
Subject: Fw: agenda item a-10

Ms. Kudzma,

Please post on city council agenda correspondence since Ms. Swanson is out of the office.

Thank you,
Betty Winholtz

----- Forwarded Message -----

From: betty winholtz
To: Jamie Irons <jirons@morrobayca.gov>; Marlys McPherson <mmcpherson@morrobayca.gov>; John Heading <jheading@morrobayca.gov>; Matt Makowetski <mmakowetski@morrobayca.gov>; Robert Davis <rdavis@morrobayca.gov>
Cc: Scott Collins <scollins@morrobayca.gov>; Dana Swanson <dswanson@morrobayca.gov>
Sent: Monday, June 25, 2018 3:18 AM
Subject: agenda item a-10

Dear City Council:

Was it made known at the Quintana Economic Center Roadmap meeting with Chamber and City staff that Quintana will be shut down or impaired for multiple months when the street is dug up to lay pipes for the proposed sewer/recycling plant? Will the city council member assigned to "champion" this district speak up for these businesses when they are financially hurt by this proposed project and seek financial relief for them from the City for the disruption of business?

These groups are listed as 4MB partners/advisors: City of Morro Bay, Morro Bay Chamber of Commerce, Mission Community Services Corporation (MCSC), Eckerd Connects, SCORE, Cal Poly, Cuesta College, and Morro Bay High School. However, it does not say in the staff report or the MOU how, when, why or in what way they are utilized or brought together (particularly the institutions of learning). Please clarify.

Sincerely,
Betty Winholtz



AGENDA NO: C-1

MEETING DATE: June 26, 2018

**THE FOLLOWING PUBLIC CORRESPONDENCE
WAS RECEIVED BY THE CITY COUNCIL
FOLLOWING POSTING OF THE AGENDA**

Lori Kudzma

From: betty winholtz
Sent: Monday, June 25, 2018 3:42 AM
To: Jamie Irons; Marlys McPherson; John Headding; Matt Makowetski; Robert Davis
Cc: Scott Collins; Lori Kudzma
Subject: agenda itaem c-1

Dear City Council:

I was astounded to read that 12 voices (5 city council, 7 PWAB members) is the sample size representing the population of 10,000+ people regarding our preferences for water goals. What an amazing statistical bias. Based on this recommendation, once again, the city council is being directed to choose the most expensive option, just like with the WRF.

Respectfully submitted,
Betty Winholtz



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AGENDA NO: C-2

MEETING DATE: June 26, 2018

**THE FOLLOWING PUBLIC CORRESPONDENCE
WAS RECEIVED BY THE CITY COUNCIL
FOLLOWING POSTING OF THE AGENDA**

Lori Kudzma

From: Maryann Stansfield <maryann@mentalmarketing.com>
Sent: Friday, June 22, 2018 12:29 PM
To: Lori Kudzma; Laurie Goforth
Subject: Mental Marketing Testimonial from Paul Van Beurden

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Lori and Laurie,

My name is Maryann Stansfield, VP of Marketing for Mental Marketing. Our Morro Bay Tourism Agency of Record contract is before the city council on the Tuesday June 26 meeting. I wanted to forward you a few testimonials from Morro Bay business owners in the hopes of getting them to the city council before the meeting. Below is one from Paul Van Beurden from the Flying Dutchman. I will follow this email with a few more. I saw that Dana is out on vacation, so anything either of you can do to help would be greatly appreciated. Thanks in advance.

Looking Forward,
Maryann



Maryann Stansfield | Vice President of Marketing
805.283.6254 (o) | 805.215.3331 (m)
9185 Arvine Ct. Atascadero, CA 93422
www.mentalmarketing.com

From: flying dutchman
Sent: Wednesday, May 16, 2018 12:35 PM
To: Maryann Stansfield
Subject: Re: Mental Marketing Letter

Dear Tourism Board Members,

I am writing this letter to the board for my support of retaining "Mental Marketing " as the agency to handle the very important role of marketing our beautiful city on the bay.

My Family has operated restaurants and other retail shops in Morro Bay since 1968. Our first business was a motel and restaurant in north Morro Bay. Even back in the day it was a challenge to get people in the door. I have been involved in and sat on many boards like Chamber, Harbor Festival and City Promotions. I cannot say enough what a well thought out and aggressive marketing does for ones business and the overall economic health for our community.

Mental Marketing gets tourism, they understand Morro Bay, they are locals, they even have a boat here in the marina. They are professional yet fun to work with, and they are good at what they do. We've seen an improvement in business and the caliber of people coming through our doors. Business is changing for the better here in Morro Bay and Mental Marketing has a lot to do with that. Plus they just "get it"

Thank You,

Paul Van Beurden

owner Dutchman's Seafood House

Lori Kudzma

From: Maryann Stansfield <maryann@mentalmarketing.com>
Sent: Friday, June 22, 2018 12:29 PM
To: Lori Kudzma; Laurie Goforth
Cc: Maryann Stansfield
Subject: Mental Marketing Testimonial from Anderson Inn

Follow Up Flag: Follow up
Flag Status: Flagged

From: Anderson Inn
Sent: Wednesday, May 16, 2018 1:23 PM
To: jlittle@morrobayca.gov
Subject: Mental Marketing

Hello Jennifer,

I just found out that Mental Marketing was up for a new contract with the City.

I wanted you to know that the Anderson INN loves working with Mental Marketing. Maryann Stansfield and the entire group are so professional and a real pleasure to deal with.

I hope you consider renewing their contract.

Kind regards,
Mollie Anderson

Anderson INN
897 Embarcadero
Morro Bay, CA 93442

Lori Kudzma

From: Maryann Stansfield <maryann@mentalmarketing.com>
Sent: Friday, June 22, 2018 12:30 PM
To: Lori Kudzma; Laurie Goforth
Cc: Maryann Stansfield
Subject: Mental Marketing Testimonial from Central Coast Outdoors

Follow Up Flag: Follow up
Flag Status: Flagged

----- Original message -----

From: John Flaherty
Date: 5/16/18 5:17 PM (GMT-08:00)
To: Maryann Stansfield <maryann@mentalmarketing.com>
Subject: Re: TBID Meeting this Thursday 5/17

To Whom it May Concern,

Mental Marketing has been our main contact in booking media people on our tours. They have been very professional and courteous and easy to work with. We have enjoyed collaborating with them.

John Flaherty, Owner
Central Coast Outdoors
www.centralcoastoutdoors.com

On 5/16/2018 10:17 AM, Maryann Stansfield wrote:

Lori Kudzma

From: Maryann Stansfield <maryann@mentalmarketing.com>
Sent: Friday, June 22, 2018 12:33 PM
To: Lori Kudzma; Laurie Goforth
Cc: Maryann Stansfield
Subject: Mental Marketing Testimonial from Sandi Twist

Follow Up Flag: Follow up
Flag Status: Flagged

From: Sandi Twist
Sent: Thursday, May 17, 2018 7:28 AM
To: Maryann Stansfield
Subject: Re: Mental Marketing Letter

Hello voting Board members,

I'm Sandi Twist, owner and operator of The Paddleboard Company 575 Embarcadero, Morro Bay and we opened in August 2015. I'm out on the water right now with a group or I would have loved to have presented this in person.

As a small and growing business in a fairly new sport, marketing is essential to introduce ourselves and what we do to accelerate our presence. Mental Marketing has aligned us with great people from distant areas who have been able to try our products and services and in share their experience, first hand, to their connections. They have given us an opportunity to share our passion for stand up paddle boarding with a wide demographic, from families to couples to international audiences. We have been very pleased with the quality of the people they have introduced us to and the finished product. We have been represented well and thoroughly enjoy working with the team at Mental Marketing. They are organized and proactive. I have worked with a few other firms in this capacity and by far, this firm has been the most professional. They understand our mission and it is my hope that we can continue working with them as we promote Morro Bay to the world as a desirable destination.

Sandi Twist
Morro Bay Paddleboard Company