

MINUTES- TOURISM BUSINESS IMPROVEMENT
DISTRICT (TBID) ADVISORY BOARD
REGULAR MEETING – JUNE 21, 2018
VETERAN'S MEMORIAL HALL – 9:00 A.M.

MEMBERS PRESENT:	Charlie Yates	Chair
	Maggie Juren	Member
	Taylor Newton	Member
	Sean Green	Member
	Kenn Clark	Member
	Chris Kostecka	Member
MEMBERS ABSENT:	Steven Allen	Vice-Chair
STAFF PRESENT:	Jennifer Little	Tourism Manager
	Liz Gilson	Tourism Assistant

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/RGJozOUWJDk?t=43s>

Chair Yates called the meeting to order at 9:02 a.m. and established a quorum, with six members present. Chair Yates welcomed new Board Member, Chris Kostecka.

BOARD MEMBER ANNOUNCEMENTS – None.

STAFF ANNOUNCEMENTS – None.

PUBLIC COMMENT

<https://youtu.be/RGJozOUWJDk?t=1m40s>

Robert Davis welcomed new TBID Board Member Chris Kostecka.

A. CONSENT AGENDA

<https://youtu.be/RGJozOUWJDk?t=2m4s>

A-1 APPROVAL OF MAY 17, 2018 TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID)
ADVISORY BOARD MEETING MINUTES

RECOMMENDATION: Approve as submitted.

A-2 APRIL 2018 TRANSIENT OCCUPANCY TAX (TOT) REPORT AND YEAR OVER YEAR TOT
REPORT; (TOURISM MANAGER)

RECOMMENDATION: Receive and file.

A-3 MAY 2018 MARKETING, PUBLIC RELATIONS UPDATE; (MARKETING COORDINATOR)

RECOMMENDATION: Receive and file.

MOTION: Board Member Clark made a motion to approve. The motion was seconded by Board Member Newton and carried 5-0-1, with Board Member Kostecka abstaining.

B. BUSINESS ITEMS

B-1 PRESENTATION FROM GRANT AWARDEES' OF 2017-18 GRANTS

<https://youtu.be/RGJozOUWJDk?t=2m53s>

1. Morro Bay Car Show
Chris Parker of Cruisin' Morro Bay Car Show thanked the TBID Board for grant monies awarded for the May event. Mr. Parker gave a presentation and answered questions from the Board.
 2. Morro Bay High School Athletic Event Grants
<https://youtu.be/RGJozOUWJDk?t=9m40s>
Cara Taylor of the Morro Bay High School Athletic Boosters thanked the TBID Board for grant monies awarded to three high school athletic tournaments: volleyball, basketball and wrestling. Ms. Taylor gave a presentation and answered questions from the Board.
 3. Morro Bay Kite Festival
<https://youtu.be/RGJozOUWJDk?t=12m29s>
Teri Bayus, event coordinator for the Morro Bay Kite Festival, gave a presentation and answered questions from the Board.
- Tourism Manager Little shared that Shaun Farmer will be stepping away from managing this event. The event management is being transferred to the Friends of the Harbor. Mr. Farmer will remain an ambassador for the event.

There was no Board action for this item.

B-2 **DISCUSSION AND PRESENTATION OF NEW REPORTING TECHNIQUES FOR 2018-19 BY MENTAL MARKETING**

<https://youtu.be/RGJozOUWJDk?t=26m55s>

Tourism Manager Little introduced the item and asked the Board to participate and ask questions.

Maryann Stansfield of Mental Marketing gave the presentation and answered inquiries from the Board.

Chair Yates asked for a copy of the presentation to be provided to the Board.

Ms. Stansfield also spoke on Highway 1 reopening and branded outreach.

C. **DECLARATION OF FUTURE ITEMS**

<https://youtu.be/RGJozOUWJDk?t=1h22m21s>

Board Member Newton asked for an update on staffing funding.

Board Member Green asked about a discussion regarding creating more tangible key performance indicators. There was a brief discussion regarding the upcoming strategic planning process.

Board Member Juren asked for an update regarding the new website. Tourism Manager Little stated that Simpleview would start the process next week.

D. **ADJOURNMENT**

The meeting adjourned at 10:31 a.m. The next Regular Meeting will be held on Thursday, July 19, 2018.

Recorded by:

Liz Gilson
Tourism Assistant