



**AGENDA NO: C-1**

**MEETING DATE: September 8, 2020**

**AGENDA CORRESPONDENCE RECEIVED  
BY THE CITY COUNCIL FOLLOWING  
POSTING OF THE AGENDA IS ATTACHED  
FOR PUBLIC REVIEW PRIOR TO THE  
MEETING**

**Dana Swanson**

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**From:** Lynda Merrill [REDACTED]  
**Sent:** Thursday, September 03, 2020 5:25 PM  
**To:** Council; AAAAMerrill  
**Subject:** I support the suggestions particularly #2, and agree with the TBID recommendation.

Dear Mayor Headding and Councilmembers,

This seems like the best role for the City. With all of the business the City must perform it seems we do not need to continue with the major role.

Convene a transition team of community stakeholders to design a new tourism management model with the City of Morro Bay in a supporting role rather than the leading role. The City has managed the Tourism marketing function since 2016, with internal staff managing the day to day functions. Prior to that, a non-profit board managed the function and had some oversight by the City. A new model would shift functions back to a non-profit board who would oversee the day to day functions of the marketing efforts via executive direction and staff. Under a new model, the City Council would continue their oversight of the TBID by reviewing and approving budget and providing other support. According to the group, the goals for a new model is providing greater voice for the lodging industry in decisions, increasing flexibility in a rapidly changing environment, enhancing accountability in the marketing efforts, and increasing collaboration with partners within the community and region. To move this forward, outside assistance would need to be retained to conduct this process and outreach to the lodging industry. Further assistance is also required to help develop a non-profit board and conduct a recruitment for an executive director.

Thank you for supporting the TBID recommendation,

Sincerely, Lynda Merrill