



DISCOVER
MORRO BAY

MORRO BAY TOURISM BUREAU

MORRO BAY TOURISM BUREAU BOARD MEETING MINUTES

Thursday, August 13, 2015 – 10:00am
Vets Hall – 209 Surf Street | Morro Bay, CA 93442

- I. CALL TO ORDER
Member Solu called the meeting to order at 10:55am
Members Present: Michele Jaquez, Taylor Newton, Fred Reed, Jack Smith & Joan Solu
Members Absent: None
Staff Present: Brent Haugen, Jazmyn Strickland, Aaron Young
City of Morro Bay Representative: Sam Taylor, Deputy City Manager
- II. PUBLIC COMMENT PERIOD
None
- III. APPROVAL OF JUNE 11, 2015 MINUTES
Member Jaquez made a motion to approve the minutes from the Morro Bay Tourism Bureau Board of Directors (BOD) meeting held on Thursday June 11, 2015. Member Reed seconded the motion. The motion passed 5-0.
- IV. TREASURER'S REPORT
2015-16 Budget Review & Approval – [see attached Morro Bay Tourism Bureau Budget document](#)
Member Taylor made a motion to approve the budget as presented. Member Reed seconded the motion. The motion passed 5-0.
- V. 2015-16 VISITOR CENTER UPDATE
Report from the August 11, 2015 Morro Bay City Council Meeting
The Morro Bay City Council has decided to award the Visitor Center management contract to the Morro Bay Chamber of Commerce. The Visitor Center will be moved to the Morro Bay Chamber of Commerce office on Harbor Street. The last day the MBTB will operate the Visitor Center is Monday, September 28, 2015. Director Haugen has already taken steps to begin close-down procedures of the Morro Bay Blvd location, including notifying the landlord and ending service of utilities. MBTB staff will work with MB Chamber staff to ensure it's a smooth transition and positive guest experience.
- VI. CITY PARTNERSHIP ON ELECTRONIC SIGN
MBTB potential partnership for research and development of an electronic welcome sign for Morro Bay City Park, introduced by Sam Taylor Deputy City Manager.
The City of Morro Bay is interested in installing an electrical sign, which will reduce the expense and man-power required to hang and change standard banners. It will also allow for more than one event (or other piece of information) to be featured at one time. The electrical sign at Los Osos Valley Rd and South Bay Blvd in Los Osos (operated by Rotary) is a

good example of the kind of sign the City is interested in. Would the MBTB be interested in exploring a partnership for this kind of sign?

MBTB BOD members agreed this sign project brings up a lot of questions, such as location, costs and maintenance, which entity would control the information on the sign, who should the sign benefit and sign options. Deputy Taylor noted the introduction to the sign topic was simply to gain interest and that the parties involved would discuss specific questions. The MBTB BOD agreed they would like to be involved in the discussions of a City electronic sign.

VII. RETAINING CIVITAS ADVISORS FOR CONSULTING SERVICES TO MBTB FOR THE FISCAL YEAR

CIVITAS is the MBTB's legal representative of record. CIVITAS' John Lambeth helped to form the MBTBID. The legal fees are in the budget, but a formal vote is needed to retain the firm for the 2015-16 Fiscal Year. Member Jaquez moved as stated, Member Reed seconded and the motion passed 5-0.

VIII. MOTION REVIEW, DISCUSSION & RECOMMENDATION

Member Solu made a motion to amend the MBTBID Bylaws Article 5, Section 2 at the April 9, 2015 meeting, by removing the following language: "consisting of at least one director representing a lodging business with less than 22 rooms, and at least one director representing a lodging business or businesses with 50 or more rooms, cumulatively." And make the same recommendation to the Morro Bay TBID for adoption by Morro Bay City Council.

Meaning, the amended section shall read: "Five ex-officio Directors shall be representatives of the lodging businesses paying the district assessment. Two ex-officio at-large Directors shall be residents and registered voters of Morro Bay. The remaining non-ex-officio Directors shall be representatives of lodging, restaurants, retail, or recreation businesses in the City of Morro Bay."

Under the current structure, changes made to the MBTBID bylaws also have to be adopted by and changed in the MBTB bylaws- a two adoption process. To simplify matters, Deputy Taylor recommended the MBTB BOD adopt bylaw language, so the two documents (MBTBID bylaws and MBTB bylaws) mirror each other.

Member Jaquez made a motion to request that the Morro Bay City Council approve modification of Article 5 Section 2 of the MBTB bylaws to be amended to "reference the qualifications requirement of the MBTBID Advisory Board." Member Reed seconded the motion. The motion passed 5-0.

IX. SUB-COMMITTEE MEETING REPORTS & RECOMMENDATIONS

Shoulder Season Mini-Menu Campaign – [see attached document 2015-16 Season Mini-Menu Campaign](#)

The Morro Bay Tourism Bureau is proposing to provide 3-5 options per property to help directly impact their property during the low season (November 2015 - March 2016). Each property will be able to choose only one that they feel will impact them most.

Member Jaquez elaborated on the program: This allows properties customized support from the MBTB. They can choose support in areas they feel will be most beneficial. The program is property specific versus destination specific.

Other BOD members agreed that allowing properties to select programs that meet their needs was a great direct benefit for the MBTB stakeholders. Director Haugen noted that funds with the existing budget are available to support this project.

Member Jaquez made a motion to adopt the program for the 2015-2016 FY, Member Reed seconded the motion. The motion passed 5-0.

Personnel Manual Update – [see attached document Personnel Policy and Procedures Manual FINAL EDIT](#)

Director Haugen noted the major changes within the Personnel Manual were due to recent legal changes in employer provided benefits such as sick leave and mileage reimbursement. Member Solu made a motion to approve the Personnel Manual as presented. Member Reed seconded the motion, motion passed 5-0.

Establishment of Good Standing Policy – [see attached document Good Standing Policy](#)
The purpose of the Good Standing Policy is to help protect the MBTBID/MBTB in any relationship it may enter with other entities/organizations. Currently there is not any language or required MBTB statement for partnership agreements addressing the reasons/options for ending a partnership.

BOD Members questioned the specific language for of the statement and legal implications. Other member suggested the Good Standing Policy apply to specific programs such as Event Grant Funding. BOD agreed that Director Haugen would use the support of CIVITAS to determine appropriate language and application of such a policy and return the issue for a future agenda.

X. EXECUTIVE DIRECTOR & STAFF REPORTS – [see attached report](#)
Monthly Marketing & Operational Updates

Highlights

- Visitor Center fielded 1,674 inquires in July 2015
- The MBTB was able to save the Morro Bay Visitor Center approximately \$17,278.86 in maintenance, supplies, utilities and staffing costs in fiscal 2014



- Web traffic increases: Session +57%, Users +57%, Pageviews +33%
- Motel Receipts up 14%, compared the 2013-14 FY
- Short Term Goals: increase mid-week business and overall occupancy (on-going), expand into niche markets, Lifestyle Research, New Experiential Website
- Long Term Goals: Increase mid-week business, Plus extend the number of overnights, Become China Ready, Help Attract new product for Morro Bay
- Sales Report: Advertising Partnership, Group Travel, Social Groups and Leads generated an estimated \$33,600 economic impact in July.
- Tier 1 [Target] Markets: Los Angeles, Central Valley, San Francisco, San Jose, San Diego
- Trade Shows & Consumer Shows: Scheduled to participate in 10 from July 2015 - June 2016

XI. DECLARATION OF FUTURE AGENDA ITEMS

- a. 2016-17 Event Funding
- b. Bylaws Review
- c. CIVITAS Stakeholder Corporate Image Policy
- d. Annual Employee Review: Director Haugen (Closed Meeting)
- e. Staff & Organizational Goal Update
- f. VSLOC Update
- g. Agency Marketing & PR RFP Update

XII. BOARD ANNOUNCEMENTS

The Morro Bay Skateboard Museum is listed at the: “#2 Thing(s) to Do in Morro Bay” on Trip Advisor. They were also featured in the August issue of Sunset Magazine, and Sunday’s issue LA Times.

Reminder, school starts on Tuesday, August 18th, please watch out for our children.

XIII. ADJOURNMENT

Member Jaquez made a motion to adjourn the meeting, Member Smith seconded the motion. Motion passed 5-0. Meeting was adjourned at 12:50pm

MISSION STATEMENT

The purpose of the Morro Bay Tourism Bureau is to promote and increase tourism in the city of Morro Bay by improving and strengthening the condition of the Tourism Business Environment. The objective shall be accomplished through the development and operation of a Tourism Improvement District and other marketing, branding and promotional programs and initiatives.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk (805) 772-6205. Notification 24 hours prior to the meeting will enable the city to make reasonable arrangements to ensure accessibility to this meeting.