

MORRO BAY TOURISM BUREAU BOARD MEETING AGENDA

Thursday, January 14, 2016 – 9:00am
Vet's Hall – 209 Surf Street | Morro Bay, CA 93442

- I. CALL TO ORDER
- II. PUBLIC COMMENT PERIOD
Members of the audience wishing to address the Board on MB Tourism Bureau business matters not on the agenda may do so at this time. For those desiring to speak on items on the agenda, but unable to stay for the item, may also address the Board at this time.
- III. APPROVAL OF MINUTES
- IV. 2016 MBTBID/MBTB STAKEHOLDER MEETING & WORKSHOP
New format for the annual stakeholder meeting and the introduction of a public workshop
- V. 2016-17 MARKETING PLAN DRAFT
Distribution of the Morro Bay Tourism Bureau Marketing Plan Draft will be distributed to the board
- VI. CITY OF MORRO BAY UPDATE
The Morro Bay City Liaison will be giving an update on any city items impacting tourism
- VII. MARKETING & PR COMPANY PRESENTATIONS
The board will be evaluating the live presentations from the final (3) three agency candidates for the 2016-17 fiscal year and making a recommendation.
 - a. Verdin Marketing, 9:30am
 - b. Mental Marketing, 10:15am
 - c. Hospitality Marketing Associates, 11:00am
- VIII. BUDGET SUB-COMMITTEE MEETING REPORT
- IX. BOARD ANNOUNCEMENTS
- X. DECLARATION OF FUTURE AGENDA ITEMS
- XI. ADJOURNMENT

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.