

MBTB ANNUAL STAKEHOLDER MEETING AGENDA

Thursday, April 14, 2016

Check-In & Networking, 12:00-12:30 P.M., 12:30 P.M. Meeting
Inn at Morro Bay, 60 State Park Road | 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. WELCOME & INTRODUCTIONS
- V. ANNUAL REPORT: YEAR IN REVIEW, 2015-16
- VI. VISIT SAN LUIS OBISPO COUNTY TOURISM MARKETING DISTRICT PRESENTATION
- VII. VISIT CALIFORNIA PRESENTATION
- VIII. REVIEW OF 2016-17 GOALS, BUDGET, MARKETS & PLAN
- IX. CONCLUSION
- X. ADJOURN

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.