



CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT

Agenda

Nov. 1, 2023, 2 p.m.
Special Meeting

Council Chamber
1200 Carlsbad Village Drive
Carlsbad, CA 92008

Welcome to the Carlsbad Tourism Business Improvement District Advisory Board Meeting

We welcome your interest and involvement in the city's legislative process. This agenda includes information about topics coming before the CTBID Advisory Board and the action recommended. You can read about each topic in the reports, which are available on the city website. The staff liaison is also available to answer any questions you have about CTBID Advisory Board meeting procedures.

How to watch

In Person



CTBID Advisory Board Meetings take place at City Hall, 1200 Carlsbad Village Drive

Online



Watch the livestream and replay past meetings on the city website, carlsbadca.gov/residents/communication/city-tv-channel

How to participate

If you would like to provide comments to the CTBID Advisory Board, please:

- Fill out a speaker request form, located in the foyer.
- Submit the form to the Clerk before the item begins.
- When it's your turn, the Clerk will call your name and invite you to the podium.
- Speakers have three minutes, unless the presiding officer (usually the chair) changes that time.
- You may not give your time to another person, but groups can select a single speaker as long as three other members of your group are present. Group representatives have 10 minutes unless that time is changed by the presiding officer or the commission.
- **In writing:** Email your comments to business@carlsbadca.gov. Please indicate the agenda item number in your email subject line. Emails received by 11 a.m. will be provided to the Carlsbad Tourism Business Improvement District Advisory Board prior to the start of the meeting. Other comments will be included with the meeting record. **Emailed comments will not be read out loud during the meeting.**

Reasonable Accommodations

Reasonable Accommodations Persons with a disability may request an agenda packet in appropriate alternative formats as required by the Americans with Disabilities Act of 1990. Reasonable accommodations and auxiliary aids will be provided to effectively allow participation in the meeting. Please contact the City Manager's Office at 442-339-2821 (voice), 711 (free relay service for TTY users), 760-720-9461 (fax) or manager@carlsbadca.gov by noon on the Tuesday before the meeting to make arrangements. City staff will respond to requests by noon on Wednesday, the day of the meeting, and will seek to resolve requests before the start of the meeting in order to maximize accessibility.

CALL TO ORDER:

ROLL CALL:

APPROVAL OF MINUTES:

Minutes of the Regular Meeting held Jan. 11, 2023

Minutes of the Special Meeting held April 26, 2023

Minutes of the Special Meeting held June 27, 2023

ADVISORY BOARD COMMENTS & ANNOUNCEMENTS:

NEW BUSINESS:

1. UPDATE ON SERVICES RENDERED BY VISIT CARLSBAD – Receive a progress report from Visit Carlsbad on contract deliverables.

Recommendation: Receive the report.

GENERAL COUNSEL COMMENT:

ADJOURNMENT:



Minutes

Council Chamber
1200 Carlsbad Village Drive
Carlsbad, CA 92008

Jan. 11, 2023

CALL TO ORDER: 1:02 p.m.

ROLL CALL: Stripe, Rauch, Canepa, Chapin.
Absent – Becerra, Zupanski.

CONSENT CALENDAR:

APPROVAL OF MINUTES:

Minutes of the Regular Meeting held Oct. 12, 2022

REPORTS AND DISCUSSION ITEMS:

1. **ELECTION OF OFFICERS**

Recommendation: Adopt a resolution approving the Board's nomination and election of a Vice-Chair to the Carlsbad Tourism Business Improvement District (CTBID) Advisory Board.

Economic Development Manager Matt Sanford presented the report.

Motion by Board Member Rauch, seconded by Board Member Chapin, to adopt Resolution No. 2023-001 approving the Board's nomination and election of Board Member Rauch to Vice-Chair of the CTBID Advisory Board. Motion carried 4/0/2, (Becerra, Zupanski – Absent).

2. **VISIT CARLSBAD UPDATE**

Recommendation: Receive an informational report from Visit Carlsbad regarding the organization's health, tourism in Carlsbad, and other updates, discuss and provide recommendations.

Visit Carlsbad President and CEO Kim Sidoriak presented the report and reviewed a PowerPoint presentation (on file in the Office of the City Clerk).

The Board received the report.

3. **FINANCE UPDATE**

Recommendation: Receive an informational report regarding CTBID funds, discuss and provide recommendations.

Finance Manager Jason Rosado presented the report and reviewed a PowerPoint presentation (on file in the Office of the City Clerk).

The Board received the update.

4. **CTBID GRANT APPLICATIONS**

Recommendations:

1. Adopt a resolution approving the grant request for the Carlsbad 5000 and allocating \$20,000 to fund the grant proposal, as recommended by the Visit Carlsbad Board; and
2. Adopt a resolution approving the grant request for Bike MS: Bay to Bay and allocating \$21,875 to fund the grant proposal, as recommended by the Visit Carlsbad Board.

Motion by Board member Rauch, seconded by Board member Chapin, to approve Resolution No. 2023-002 approving the grant request for the Carlsbad 5000. Motion carried, 4/0/2 (Becerra, Zupanski - Absent).

Motion by Board Member Rauch, seconded by Board Member Chapin, to approve Resolution No. 2023-003 approving the grant request for the Bike MS: Bay to Bay. Motion carried, 4/0/2 (Becerra, Zupanski - Absent).

SUBCOMMITTEE REPORTS:

The Ad Hoc Grants Subcommittee provided an update on the CTBID grant program goals and policy.

The Ad Hoc Governance Subcommittee provided an update on potential governance structure changes, including reauthorization of the district under the Property and Business Improvement District Law of 1994.

GENERAL COUNSEL COMMENT:

None.

PUBLIC COMMENT:

None.

ADJOURNMENT:

By proper motion, the Board Meeting was adjourned at 2:09 p.m.

Lauren Rogers
Administrative Assistant



Minutes

Special Meeting

Council Chamber
1200 Carlsbad Village Drive
Carlsbad, CA 92008

April 26, 2023

CALL TO ORDER: 1:30 p.m.

ROLL CALL: Stripe, Chapin, Rauch, Becerra.
Absent – Canepa, Mason.

CONSENT CALENDAR:

APPROVAL OF MINUTES:

Minutes of the Regular Meeting held Jan. 11, 2023

REPORTS AND DISCUSSION ITEMS:

1. **FINANCE UPDATE**

Recommendation: Receive an informational report regarding CTBID funds, discuss and provide recommendations.

Finance Manager Jason Rosado presented the report and reviewed a PowerPoint presentation (on file in the Office of the City Clerk).

2. **CTBID ESTABLISHMENT AND VISIT CARLSBAD UPDATE**

Recommendation: Receive an informational report regarding the status of establishing the CTBID under the Property and Business Improvement District Law of 1994, and receive a report from Visit Carlsbad, as the recognized owner's association regarding the organization's health, tourism in Carlsbad, and other updates, discuss and provide recommendations.

Visit Carlsbad President and CEO Kim Sidoriak presented the report and reviewed a PowerPoint presentation (on file in the Office of the City Clerk).

3. **CTBID GRANT APPLICATIONS**

Recommendations:

1. Adopt a resolution approving the grant application for the Walk MS: Carlsbad and allocating \$5,000 to fund the grant proposal, as recommended by the Visit Carlsbad Board; and

2. Adopt a resolution approving a grant for Visit Carlsbad for the purposes of implementing a Destination Transportation Services program and allocating \$1,000,000 to fund the grant.

Economic Development Manager Matt Sanford presented the report and reviewed a PowerPoint presentation (on file in the Office of the City Clerk).

Motion by Board Member Becerra, seconded by Board Member Rauch, to approve Resolution No. 2023-004 approving the grant request for the Walk MS: Carlsbad. Motion carried 4/0/2, (Canepa, Mason - Absent).

Motion by Board Member Rauch, seconded by Board Member Chapin, to approve Resolution No. 2023-005 approving the grant request for Visit Carlsbad. Motion carried 4/0/2, (Canepa, Mason - Absent).

SUBCOMMITTEE REPORTS:

None.

GENERAL COUNSEL COMMENT:

None.

PUBLIC COMMENT:

None.

ADJOURNMENT:

By proper motion, the Board Meeting was adjourned at 2:17 p.m.

Lauren Rogers
Administrative Assistant



Minutes

Special Meeting

Council Chamber
1200 Carlsbad Village Drive
Carlsbad, CA 92008

June 27, 2023

CALL TO ORDER: 1:20 p.m.

ROLL CALL: Becerra, Chapin, Mason, Canepa.

CONSENT CALENDAR:

APPROVAL OF MINUTES:

Minutes of the Regular Meeting held Jan. 11, 2023

Minutes of the Special Meeting held April 26, 2023

REPORTS AND DISCUSSION ITEMS:

1. **AMENDMENT TO EXTEND AGREEMENT WITH VISIT CARLSBAD FOR TOURISM PROMOTION SERVICES**

Recommendation:

Adoption of a resolution approving an amendment to extend the agreement with Visit Carlsbad for tourism promotion and visitor services.

Economic Development Manager Matt Sanford presented the report and reviewed a PowerPoint presentation (on file in the Office of the City Clerk).

Motion by Board member Mason, seconded by Board member Chapin, to adopt Resolution No. 2023-006 approving the amendment to extend the agreement with Visit Carlsbad for tourism promotion and visitor services. Motion carried, 4/0

2. **CTBID GRANT APPLICATIONS**

Recommendation:

1) Adoption of a resolution approving the grant application for In Motion, Inc. for the Carlsbad Marathon and allocating \$10,000 to fund the grant proposal, as recommended by the Visit Carlsbad Board; and

2) Adoption of a resolution approving the grant application for the Carlsbad Village Association for the Hearts of Carlsbad Program and allocating \$8,750 to fund the grant proposal, as recommended by the Visit Carlsbad Board.

Economic Development Manager Matt Sanford presented the report and reviewed a PowerPoint presentation (on file in the Office of the City Clerk).

Motion by Board Member Chapin, seconded by Board Member Becerra, to approve Resolution No. 2023-007 approving the grant request for In Motion, Inc. for the Carlsbad Marathon. Motion carried, 4/0.

Motion by Board Member Chapin, seconded by Board Member Becerra, to approve Resolution No. 2023-008 approving the grant request for the Carlsbad Village Association for the Hearts of Carlsbad Program. Motion carried, 4/0.

3. CTBID ADVISORY BOARD MEETING CALENDAR

Recommendation:

Adopt a resolution approving the Carlsbad Tourism Business Improvement District Advisory Board’s meeting calendar for Fiscal Year 2023-2024.

Motion by Board Member Chapin, seconded by Board Member Mason, to adopt Resolution No. 2023-009 approving the Carlsbad Tourism Business Improvement District Advisory Board’s meeting calendar for Fiscal Year 2023-2024. Motion carried, 4/0.

SUBCOMMITTEE REPORTS:

None.

GENERAL COUNSEL COMMENT:

None.

PUBLIC COMMENT:

None.

ADJOURNMENT:

By proper motion, the Board Meeting was adjourned at 1:35 p.m.

Lauren Rogers
Administrative Assistant



Staff Report

Meeting Date: Nov. 1, 2023
To: CTBID Advisory Board Members
From: Matt Sanford, Economic Development Manager
Staff Contact: Matt Sanford, Economic Development Manager
matt.sanford@carlsbadca.gov, 760-607-2923
Subject: Update on Services Rendered by Visit Carlsbad

Recommended Action

Receive a progress report from Visit Carlsbad on contract deliverables.

Item Explanation

Since the inception of the Carlsbad Tourism Business Improvement District (CTBID), the CTBID Advisory Board has contracted with Carlsbad Convention and Visitors Bureau, a 501(c)(6) corporation (dba Visit Carlsbad), to provide tourism promotion services for the CTBID. The scope of those services has included operation of the visitor center, website development and administration, group sales, print and internet advertising, public relations and various other tourism promotion activities identified in the agreement.

On April 18, 2023, the City Council of the City of Carlsbad formed a new Carlsbad Tourism Business Improvement District (New CTBID) under the Property and Business Improvement District Law of 1994 (California Streets and Highways Code Sections 36600 et seq.). Visit Carlsbad was selected as the Owners' Association under the New CTBID and implemented the New CTBID's management district plan, as of July 1, 2023, when the new assessment also began.

As a result of the New CTBID's establishment, the current CTBID will wind down operations by the end of fiscal year 2023-24. To avoid subjecting hotel businesses to double assessments, the City Council did not levy assessments under the current CTBID for the fiscal year 2023-24. However, the current CTBID has available funds from prior fiscal year assessments to fund tourism promotion and visitor services for the benefit of hotel businesses until the New CTBID receives sufficient assessment revenue to begin providing these services.

Historically, to execute these services, the CTBID Advisory Board has contracted with Visit Carlsbad to develop a program of work and present it to the CTBID Advisory Board for approval along with the proposed budget for the work. The budget is then included in the CTBID annual report and budget. In this case, the program of work was presented and approved in May 2022 for FY 2022-2023.

On June 27, 2023, the CTBID Advisory Board approved an amendment to extend the contract with Visit Carlsbad to execute the same program of work, until the remaining CTBID funds that were collected in FY 2022-2023 are fully expended.

This report will provide an update on the progress made by Visit Carlsbad on the deliverables set forth in the contract and provide the CTBID Advisory Board with an accounting of funds expended and services rendered.

Fiscal Impact

None.

Exhibits

None.