



MINUTES

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Agenda

Wednesday July 28, 2021

9:00 am – 10:30 am Virtual

via Zoom

<https://us05web.zoom.us/j/2816446915?pwd=M0QwU2o3bnhvWnZyQ2RuNIY4RytPUT09>

Meeting ID: 281 644 6915 Passcode: 2021 Call-

In Phone Number: 1(669)900-6833

1. CALL TO ORDER: Amish Patel

PRESENT (VIA VIDEOCONFERENCE): Amish Patel, Sarah Maggelet, Scott Collins, Joan Solu, Christopher Kostecka, Val Seymour

ABSENT: Steven Allen

STAFF PRESENT: Michael Wambolt, Taylor Slauson

Call to Order at 9:03am

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS	M. Wambolt
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EXECUTIVE DIRECTOR REPORT	M. Wambolt
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3. Executive Director Report

Staff will provide an updated on current projects, reporting and areas of focus for the months ahead

CONSENT AGENDA – <i>motion required</i>	M. Wambolt
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3. Approval of July 1, 2021 Board of Directors Meeting Minutes (5 mins)

Public Comment – None.

Board Discussion.

ACTION: Moved by Solu, seconded by Seymour to approve the Consent Agenda as presented.

Motion carried: 6:0

BUSINESS ITEMS & DISCUSSIONS

M.Wambolt

5. Mental Marketing Summer Campaign Update

Maryann Stansfield from Mental Marketing provided the board with an update on the summer campaign and future programs.

6. Visit Morro Bay Strategic Plan – Coraggio Group Proposal – motion required

Staff will request approval to fund Coraggio Group’s strategic plan proposal in the current fiscal year.

Public Comment – None.

Board Discussion.

ACTION: Moved by Solu, seconded by Kosetcka to approve the funds requested for the Coraggio Group’s strategic plan proposal.

Motion carried: 6:0

7. Visit Morro Bay and City of Morro Bay TBID Contract – motion required

Board of Director will review City of Morro Bay and Visit Morro Bay’s TBID contract and will consider a recommendation for approval.

Public Comment – None.

Board Discussion.

ACTION: Moved by Solu, seconded by Seymour to approve the contract between the City of Morro Bay and Visit Morro Bay’s TBID.

Motion carried: 6:0

8. Executive Director Contract Approval – motion required

Board of Directors will review Executive Director’s contract and will consider a recommendation for approval.

Public Comment – None.

Board Discussion.

ACTION: Moved by Maggelet, seconded by Kostecka to approve the contract between the City of Morro Bay and Visit Morro Bay’s TBID.

Motion carried: 6:0

9. Visit Morro Bay Marketing RFP Update and Timing Discussion

Staff will provide an update on the 2021-23 Marketing RFP and will discuss with Board timing of RFP

10. Visit Morro Bay Board of Directors Meeting Schedule

Staff will present Board of Directors with potential meeting schedule for FY2021-22

11. Update of funds previously allocated for City trash service

Staff will update the Board on the City trash service and consideration for the \$10,000 allocation of the TBID funds as was previously committed to the City in March 20201 by previous TBID board.

12. Declaration of Future Agenda Items

None.

13. Next Board of Directors meeting

Next Board of Director's meeting will be held on September 16, 2021 at 9:00am.

ADJOURN.

Adjourned at 10:59am.

Brown Act Notice: Each speaker is limited to two minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the Board of Directors to discuss or take action on issues not on the agenda, except that members of the Board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Board to follow-up on such items and/or place them on the next Board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Taylor Slauson at (805) 225-7411 at least 48 hours prior to the meeting.