



Minutes

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Meeting Minutes

Tuesday, April 16, 2024

1:00 pm – 2:00 pm

Virtual via Zoom

<https://us02web.zoom.us/j/84697998734?pwd=WHFxRlhnR0R5MzFNekJSS9BbFZCUT09>

Meeting ID: 846 9799 8734 Passcode: 312633

Call-In Phone Number: 1(669)900-6833

1. CALL TO ORDER Board chair Amish Patel called the meeting to order at 1:04 pm

PRESENT: (VIA VIDEO CONFERENCE) Board members - Amish Patel, Dane Jacobs, Steven Allen, Amit Patel, Chris Kostecka, Robert Elzer, Yvonne Kimball

STAFF PRESENT: Michael Wambolt, Elizabeth Gilson, Marianna Garcia

PUBLIC PRESENT: Andy McKay – WSL SLO CAL open

2. PUBLIC COMMENT (On Non-Agenda Items) None

ANNOUNCEMENTS - None	M. Wambolt
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EXECUTIVE DIRECTOR REPORT - None	M. Wambolt
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3. Executive Director Report (20 min)

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

CONSENT AGENDA - None	M. Wambolt
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BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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4. Visit Morro Bay Ironman 70.3 Discussion (25min)

Staff to provide update to board on course layout and State Parks. Board to discuss options and give staff next steps.

Michael stated that Ironman would like for Visit Morro Bay to help pay part of the fees the use the State Park route for the race. He asked the board permission to use fifteen thousand dollars from the reserve account for this. He stated that it is important that the State Park component to the race happen to make the event more successful and be able to host it in the future. Michael then asked for Board discussion.

The Board discussed.

Michael stated that we could be losing the WSL SLO CAL Open due to higher costs to put on the event. He is concerned about losing two world class events and how that would affect tourism numbers.

The Board discussed. The concern was that TBID would become a band aide to cover extra costs for events and that more pressure should be put on the City to step up and help. The consensus is that at the end of the three-year contract most likely the event will no longer happen in Morro Bay.

Michael stated that it would be unfortunate not to see if there is a positive benefit to the event experience for the running part of the race go through the State Park.

The Board discussed other options for funding.

Board member Steve Allen asked Michael what he felt should be done.

Michael stated that we have the money in the reserve account and as a world class event we should do what we can to facilitate the event so that it is the best it can be. As a large-scale event like this we risk not having a world class event like this in the coming years. He stated that if the funds were under the City the funds would be used to make the event happen.

Board member Steve Allen stated that he had talked to Assembly member Dawn Addis about the Ironman race. And stated that she is in support of the event and that she could go to State Parks and ask them to improve or waive their fee but she didn't want to overstep the Morro Bay City Council. But if we are collectively in agreement that there is some room for us to negotiate with State Parks.

Board member Yvonne Kimball stated that she would talk to the Mayor to see if they will give their position support for the Event and the Mayor may talk to Dawn Addis.

Board member Steve Allen asked what the deadline is for deciding on the fifteen thousand dollars.

Michael stated that Friday April 26th would be the deadline.

The Board further discussed.

Michael commented on whether there should be a back up plan in case Dawn Addis is not able to get any lowering of fees and asked for a motion to approve or not, the spending of the fifteen thousand dollars if doesn't happen.

The board discussed.

5. Visit Morro Bay Ironman Economic Impact Study (15min)

Staff to provide update to Ironman Economic Impact Study. Board to give staff next steps

Michael stated that he was not able to get studies done as it was too late and the data that the companies needed was not available. Michael stated that he has gotten proposals from two companies for this year. There is a fifteen-thousand-dollar report and a thirty-thousand-dollar report and he needs to look into the differences. They just need to know if we are going to do the report so that they can set up exit surveys and data in place before the event. Michael stated that he has used the Economic Impact Calculator that is a product from Tourism Economics with aggregate information from the Ironman participants. Michael is trying to figure out if this is the same calculator that the companies will use when they have all the information.

Board member Yvonne Kimball asked if Michael had run a calculation.

Michael stated that he had and it found that there was approximately one hundred thousand dollars return in income from the event. He also has a call into Epsilon to see what data they may be able to get from credit cards.

The board discussed

Michael stated that he would not come to the board unless he felt that with this world class event that we should do what we need to do to make it successful.

6. World Surf League SLO CAL Open Update (10min)

Staff to give update to board on the World Surf League in December. Board to discuss and give staff next steps.

Board member Chris Kostecka asked who was squeezing the WSL for more money.

Michael stated that WSL added a seventeen percent increase for the cost. Also, the City of Morro Bay waived permit fees in the past but are now asking for them moving forward to the tune of seven to eight thousand dollars. We are here to keep events alive that we think are events to keep here and we will have a special meeting to decide which

events are important to us and what we want to build on in the future. Michael then introduced Andy McKay from Surfing for Hope.

Andy McKay stated that yes the cost of putting on an event has gone up and sponsorship money has gone dry. He feels that if the City doesn't want the event he is ok with that as Pismo Beach is interested in growing and supporting the event.

Board member Chris Kostecka asked what support are you getting from Pismo Beach.

Andy stated that he is getting sixty thousand dollars from the Pismo Convention and Visitors Bureau and Visit SLO CAL also gives a hundred thousand dollars. They both like the media returns they get from the webcast of the event.

Michael stated that it was a huge event for us last year. He stated that last year it was made into a seven-day event but that the Harbor Department has asked for it to go back to a four-day event as it negatively impacts local surfers.

Michael then stated that it was coming to 2 pm and that a motion needed to be made to extend the meeting fifteen to thirty minutes.

Board member Steve Allen asked if the fifteen thousand dollars was a multiyear commitment.

Michael stated that it is a multiyear commitment but could be made just for this year and that he could come back to the board for a decision at a Special Board meeting after the conclusion of the outcome of the possible Dawn Addis contact with State Parks.

ACTION: Board member Dane Jacobs made a motion to extend the meeting to 2:15 pm. Board member Yvonne Kimball seconded the motion.

MOTION: Carried 7:0

ACTION: Board member Chris Kostecka made motion to approve the fifteen thousand dollars additional for Ironman to be available for this year depending on the outcome of the conversation with Dawn Addis and State Parks. Board member Steve Allen seconded the motion.

MOTION: Carried 5:1 with Board member Yvonne Kimball abstaining

Michael stated that regarding the Economic impact Study, during the meeting, he was just sent from Tourism Economics, the Executive Report which is fifteen thousand dollars. He stated that he needs to know what the Board is looking for with this study and whether we want to table it for another meeting or do it.

It was decided without a vote to table the discussion until the outcome of the meeting with Dawn Addis and State Parks is known and whether the study is even necessary. Michael and Board member Yvonne Kimball will work on this and bring it back to the Board at a later meeting.

Michael moved on to WSL and stated that he would like the board to decide whether to give Andy the twenty thousand dollars for the four-day event or whether he needs to find sponsorship elsewhere.

The Board discussed.

Michael stated that it is heartbreaking for us as he feels that it is hard for him to support funding for this event.

ACTION: Board member Chris Kostecka made a motion to approve the additional ten thousand dollars sponsorship for a total of thirty thousand dollars the WSL SLO CAL Open event. Board member Steve Allen seconded the motion.

More conversation was had between the Board and Andy McKay before the vote.

MOTION: Carried 6:0 Board member Chris Kostecka left meeting before the vote at 2:10 pm.

Next Board of Directors meeting – May 23, 2024 – 9:00am – 11:00am – Via Zoom

ADJOURN. Board Chair Amish Patel adjourned the meeting at 2:22 pm

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 Liz Gilson at (805) 225-7411 at least 48 hours prior to the meeting.