



Special Board Meeting Minutes

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Special Meeting Agenda

Thursday, April 21, 2022

9:00 am – 11:00 am

Virtual via Zoom

<https://us02web.zoom.us/j/85325028537?pwd=S2l3ZHQ4ZHNVeW1DY1NkL29iNDIQdz09>

Meeting ID: 853 2502 8537 Passcode: 050440

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

1. **CALL TO ORDER** – Board President Amish Patel called the meeting to order at 9:04 am

PRESENT (VIA VIDEO CONFERENCE) Amish Patel, Steven Allen, Joan Solu, Robert Elzer, Chris Kosteka Val Seymour, and Scott Collins

STAFF PRESENT: Executive Director Michael Wambolt, Administrative Assistant Elizabeth Gilson

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

ANNOUNCEMENTS	M. Wambolt
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None

EXECUTIVE DIRECTOR REPORT	M. Wambolt
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Michael Wambolt gave an update on the Visit SLO UK Mission. Michael was able to speak with 15 travel operators. He stated that the larger operators that gave refunds because of the pandemic have fared better than the smaller ones that didn't give refunds, that there are 3 top tier operators that are interested in coming to Morro Bay, that he was able to secure a FAM trip and took the person around to view Morro bay and a few different types of hotels, and that He was able to secure an RFP Tour group, and that Omni Tour will be coming to tour Morro Bay in May. He stated that Spring break booking numbers were lower this year in all of SLO County not just Morro Bay

The Board discussed and asked questions.

CONSENT AGENDA	M. Wambolt
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None

BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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3. **Visit Morro Bay Brand Update and Logo Approval**

Staff will provide an update of the new Visit Morro Bay brand and look for approval of the new Visit Morro Bay logo.

Michael Wambolt thanked Robert Elzer, Amish Patel, and Joan Solu for their participation in the Logo approval sub-committee.

Michael gave an update on the process and progress that got the committee to the final version up for approval.

The Board discussed and asked questions.

ACTION: Moved by Board member Joan Solu to adopt and accept proposed Morro Bay Logo.

PUBLIC COMMENT: None

MOTION: Carried 7:0

4. Ironman 70.2 Update and Funding

Staff will provide an update about the Ironman 70.2 scheduled for spring of 2022. Staff is looking for board approval of funds of up to \$50,000 per year in sponsorship to Ironman Group and \$10,000 per year to the City of Morro Bay for logistical support.

Michael updated the Board.

Board member Scott Collins acting as City Manager, gave a report on City staff member Commander Amy Watkins observations while attending the Ironman race in Oceanside California. He stated that she said the cost to the city of Oceanside for Fire and Police was \$90,000, Hotels were all full the week prior to the event, and that it was a very family friendly event. He then reported that the economic boost to the City was four million dollars. Some athletes come three weeks prior to the race and that it has been calculated that each participant brings about 2.1 watchers with them, and that Ironman brings in 200 of their own volunteers and guesses that they will recruit local volunteers from Cal Poly and Cuesta College. He stated that City staff supports the event though City services will be taxed and that they will have to bring in service providers from outside the City.

The Board discussed Scott Collin's report and logistics of the event, including the timing of the event, gaining extra funding from Visit SLO CAL, and asked questions of Board member Scott Collins acting as City Manager and Michael Wambolt.

Michael Wambolt stated that he just needed the Board to decide and make a motion on whether or not to fund the event as stated in this agenda business item number 4.

ACTION: Moved by Board member Joan Solu to approve the Ironman funding as stated in this agenda business item number 4. (Fund up to \$50,000 per year in sponsorship to Ironman Group and \$10,000 per year to the City of Morro Bay for logistical support).

Board President Amish Patel asked if the event would happen rain or shine and Michael Wambolt stated that yes it would the only thing that could possibly cancel it is Fog.

PUBLIC COMMENT: None

MOTION: Carried 7:0

5. Declaration of Future Agenda Items

- Update on 2023 Spring Break Calendar dates for Central Valley, San Francisco area and Los Angeles Area.
- More EV Charging Stations in Morro Bay

6. Next Board of Directors meeting – May 26, 2022 – 9:00am – 11:00am – Via Zoom

ADJOURN. Meeting was adjourned by Board President Amish Patel at 10:02 am

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 member 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.

Chris koseka
Steve Allen
Joan Solu
Val Seymour
Robert Elzer
Scott Collins
Amish Patel.

Spring Break Calendar
San Jose
Bay
Fresno
Kern
- EV Charging Station