



Minutes

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Special Meeting Minutes

Monday, December 12, 2022

11:30 am – 12:30 pm

Virtual via Zoom

<https://us02web.zoom.us/j/82638069136?pwd=bVRJZ3AvZVY4QU9QcXEvUjZRWWE8OQT09>

Meeting ID: 826 3806 9136

Passcode: 785325

1. **CALL TO ORDER:** Board president Amish Patel called the meeting to order at 11:33 am

PRESENT (VIA VIDEO CONFERENCE): Board members - Amish Patel, Robert Elzer, Scott Collins, Amit Patel, and Dane Jacobs

ABSENT: Steven Allen, Christopher Kosteka

STAFF PRESENT: Michael Wambolt, Elizabeth Gilson

PUBLIC PRESENT: None

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

ANNOUNCEMENTS - None	M. Wambolt
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EXECUTIVE DIRECTOR REPORT	M. Wambolt
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Michael Wambolt commented on the storms that we have been having the last few weekends and the possibility of more in the near future. This has impacted the Lighted Boat Parade Event canceling it and could possibly be a negative impact on visitors to Morro Bay especially with a lot of snow in the mountains which means more people will go skiing. He stated that he is working with the Abbi Agency to do a larger scale promotion during this time. Michael stated that we are going to shelf Bandwanago for right now and bolster our spending on getting our new branding out. He also stated that he would be reaching out to our lodging partners for promotions deals and discounts for the winter season.

Board President Amish Patel asked that even though the Lighted Boat Parade didn't happen the Rotary is still doing the Santa House?

Michael stated that yes, they are doing the Santa House the next two weekends and there will be carolers as well. He stated that he would like to fund carolers on all three weekends next year.

CONSENT AGENDA – None	M. Wambolt
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BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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Board President Amish Patel asked that Item four be discussed before item three on the agenda.

Michael asked Board member Scott Collins if they needed to make a motion and take a vote to move the items.

Board member Scott Collins stated that as long as there was a consensus there did not need to be a motion and vote.

Board President Amish Patel then asked board members if they had any issue with moving item four ahead of item Three. He then stated that seeing no issues that they would move on to item Four.

4. Visit Morro Bay Highway One Billboard Approval (10min) – *motion required*

Staff to provide an update to the Highway One billboard concepts. Board to discuss and potentially approve final version.

Michael commented on some history of the Hwy one billboard and that it has been off brand for a while now and now that the Come Get Salty brand has been approved a few concepts were presented at the last board meeting and the board asked that a subcommittee be formed to look at the options. A subcommittee was formed with board members Christopher Kostecka and Scott Collins. Michael stated that they had a pretty in-depth conversation. He stated that they would see some small changes but the overall consensus was concept one. He then shared the concepts. He stated that he is getting good response from inside and outside the area on the “Come Get Salty” brand. Michael then presented the different options.

The Board discussed. It was decided to come back with another version of option two of the banner with the changes discussed, at January’s Board meeting.

Board President Amish Patel thanked board members Christopher Kostecka and Scott Collins for their participation in the subcommittee.

Michael commented on the logistics of changing out the billboard sign.

The board discussed the changes requested further.

Michael stated that he would get the changes and then reach out to the board to see about having a special meeting in January. He then asked the board what their take is.

Board President Amish Patel stated that that was a Scott Collins question.

Board member Scott Collins stated that they could do a couple of things. Either have the special board meeting in January or have the board authorize a subcommittee to make the decision on the board’s behalf.

Michael then stated that he would have the updates made. Send them to the board for a preview and then the subcommittee would come together to make any changes and with a motion from the board would allow the subcommittee to approve the final design.

Board president Amish Patel asked if there was any public comment.

PUBLIC COMMENT: - None

ACTION: Board member Amit Patel made a motion to have Michael take the billboard design back for revisions and authorize the subcommittee to approve any changes. Board member Scott Collins seconded.

MOTION: Carried 5:0

3. Visit Morro Bay Support of Fourth of July Fireworks (20 min) – *motion required*

Staff will provide update on the work that Cherise Hansson has done to bring fireworks back to Morro Bay on Fourth of July. Board to discuss support of the fireworks and approve a letter of support from Visit Morro Bay.

Michael spoke on Cheris Hanson’s grassroots work to bring fireworks back to Morro Bay on the fourth of July. He then spoke on the letter that Cherise sent to the board and a letter that Michael has written in support of the fireworks for Cherise to take to the Coastal Commission and the City Council. He then asked the board if there was anything that they would like to see taken out or added. He also asked if they would like the letter to come from him or the board.

The consensus was either or both.

Board member Amit Patel asked if in the letter Cherise was asking for money.

Michael stated that no she wasn't.

Board member Amit Patel asked if she might in the future.

Michael stated yes but that there was a long way to go before it gets to that point.

The board discussed further.

Board President Amish Patel asked if there were any public comment.

PUBLIC COMMENT: - NONE

ACTION: Board member Robert Elzer made a motion to approve the letter of support for the fourth of July fireworks. Board member Dane Jacobs seconded.

MOTION: Carried 4:0 With board member Scott Collins abstaining from the vote.

5. Next Board of Directors meeting – Thursday, January 26, 2022 – 9:00am – 11:00am – Via Zoom

ADJOURN. Board President Amish Patel adjourned the meeting at 11:59 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.

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