



Minutes

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Special Meeting Minutes

Thursday, December 16, 2021

9:00 am – 10:00am

Virtual via Zoom

<https://us02web.zoom.us/j/86363994721?pwd=a3lBT280OXJ0Sjg3c0dpc1FqSlJtZz09>

Meeting ID: 863 6399 4721 Passcode: 631579

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

1. **CALL TO ORDER:** Steve Allen called meeting to order at 9:02am

PRESENT (VIA VIDEO CONFERENCE): Steve Allen, Joan Solu, Chris Kosteka, Scott Collins

ABSENT: Amish Patel, Val Seymour, City Liaison Jen Ford

STAFF PRESENT: Michael Wambolt , Elizabeth Gilson

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

ANNOUNCEMENTS	M. Wambolt
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- a. Public announcements – None.
- b. Board announcements – Joan Solu commented on her experience at the Lighted Boat Parade and the large and generous crowd that was in attendance from many parts of California.

EXECUTIVE DIRECTOR REPORT	M. Wambolt
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3. **Executive Director Report (10 min)**

Michael Wambolt spoke on:

- a. The filling of the empty vacation rental Board of Director seat stating that an ad has been placed in the Estero Bay News. That emails have been sent out to all the vacation rental contacts, and more outreach is planned for those contacts. The application process will be open till Jan 6th , and the application is posted on our website.
- b. Our scope of work with ABBI agency, They have started branding and website discovery. Abbi is also working on the marketing plan for end of this year and campaign structure for next year. Plan is to be finished for vote at January Board meeting.
- c. High level influencers from France visiting Morro Bay.
- d. The Vogue Article about the Central Coast.
- e. Strategic plan update – Board members should have received invitations for interviews. On January 19th there will be two focus groups of 12 at the Inn at Morro Bay. We will also be hosting of industry event on January 20th at the Inn at Morro Bay from 4pm – 6pm. A save the date email will be sent out. Members of the ABBI Agency will be in attendance.
- f. Office hours – We will be closed Thursday and Friday December 23rd and 24th for Christmas, and Friday December 31st for New Year's.

Steve Allen asked, What is end game with strategic plan?

Michael Wambolt stated that the process is in discovery right now. In Jan information gathered will be distilled. In Feb there will be a couple of zoom meetings with Corragio group with Board members. Then there will be a focus group

CONSENT AGENDA**M. Wambolt**

Joan Solu asked if meetings are being recording them through Zoom?

Michael answered that they are being only voice recorded but they can be video recorded in the future through Zoom.

Steve Allen asked if we are advertising the meetings and Michael Wambolt stated that we are compliant with the Brown Act in all aspects.

BUSINESS ITEMS & DISCUSSIONS**M. Wambolt****4. Visit Morro Bay Staff will propose changing 2022 Board or Directors' meeting schedule.**

Due to scheduling conflicts Visit Morro Bay staff proposes changing the current board of directors' meetings from the third Thursday to the fourth Thursday. Meetings will start and finish at the same times – 9:00am-11:00am

- Current dates:
 - January 20, 2022
 - March 17, 2022
 - May 19, 2022
- Proposed dates:
 - January 27, 2022
 - March 24, 2022
 - May 26, 2022

ACTION: Moved by Joan Solu and seconded by Chris Kosteka

Motion Carried 4:0

Absent: Amish Patel, Val Seymour

PUBLIC COMMENT: None

5. Next Board of Directors meeting - January 27th 9:00am - 11:00am - Via Zoom

ADJOURN: Meeting was adjourned by Steve Allen at 9:25am

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 24 hours prior to the meeting.