



Agenda

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Special Meeting Agenda

Monday, February 6, 2023

10:00 am – 11:00 pm

Virtual via Zoom

<https://us02web.zoom.us/j/88276852320?pwd=cUhBN21aWTdqK3JXZ2thWXo2TlE2QT09>

Meeting ID: 882 7685 2320

Passcode: 171160

1. **CALL TO ORDER:** Board President Amish Patel Called the meeting to order at 10:11 am

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

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 - None	M. Wambolt
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Michael Wambolt stated that there was no report but gave an update on the progress of the new Billboard skin, that it is in production and should be up by mid to end of February. Also, that there is going to be a change in the board since Scott Collins will be leaving and that there will most likely be a special board meeting to bring in our interim City Representative.

CONSENT AGENDA - None	M. Wambolt
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BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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3. **Approval of Kite Festival Branding (20 min)– *motion required.***
Staff will provide an update to the Kite Festival updated branding. Board of Directors will discuss the concepts and approve new branding.

Michael thanked the board for taking time for the meeting today. He then commented on the concepts that have been provided by ABBI Agency and their work with event creator Shaun Farmer. Michael then presented the two branding concepts for Board discussion before a decision.

Board member Steven Allen asked if we were just going over the esthetics of the designs and not asking for more money.

Michael answered that we were just going over the esthetics and there was no ask for additional money.

The Board discussed and concluded that they would like to see a reworked version of concept #2 with larger logo and possibly the addition of the Rock if it is doable by the ABBI Agency.

A consensus was formed by the Board that Michael will contact ABBI to ask for them to rework concept two making the logo more prominent and possibly adding Morro Rock into the design and that a subcommittee should be formed to go over the design before bringing back to the Board.

The Board discussed what the motion on this item should be.

Board member Christopher Kostecka asked Michael if ABBI Agency comes back and says that concept two cannot be reconfigured should they should take a vote on which concept each board member prefers so that the process can keep moving forward.

Michael stated that he liked that idea.

PUBLIC COMMENT: None

ACTION: Board member Christopher Kostecka motioned that to vote on the two concepts in front of us as a backup plan if ABBI is not able to make revisions in a timely manner and that we form a subcommittee of Christopher Kostecka, Amish Patel, and Amit Patel that will look at the new concepts if ABBI does put them together. Board member Scott Collins seconded.

MOTION: Board member Amish Patel - Concept 2 Yes for subcommittee
Board member Steven Allen - Concept 1 Yes for subcommittee
Board member Chris Kostecka - Concept 1 Yes for subcommittee
Board member Robert Elzer - Concept 1 Yes for subcommittee
Board member Amit Patel - Concept 1 Yes for subcommittee
Board member Scott Collins - Concept 2 Yes for subcommittee
Board member Dane Jacobs – concept 1 Yes for subcommittee

Carried 5:2 for concept 1
Carried 7:0 for subcommittee

4. Visit SLO CAL Pinterest Co-op approval (15 min) – *motion required.*

Staff will seek approval of \$10,000 in funds to participate in the Visit SLO CAL Pinterest co-op

Michael stated that this co-op was presented to him at the Visit SLO CAL marketing committee meeting last week. They stated that they will have it ready by mid-February and that he will have to come back to this item later in February

Steven Allen thanked Scott Collins for his service.

5. Next Board of Directors meeting – Thursday, March 23, 2022 – 9:00am – 11:00am – Via Zoom

ADJOURN.

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.