



## Agenda

### Visit Morro Bay Board of Directors

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Thursday, January 23, 2025

9:00 am – 11:00 am

Virtual via Zoom

<https://us02web.zoom.us/j/81604589137?pwd=K62BhbZYTZzxnlbrPeEqriGH5irea.1>

Meeting ID: 816 0458 9137 Passcode: 871972

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

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

#### ANNOUNCEMENTS

M. Wambolt

#### EXECUTIVE DIRECTOR REPORT

M. Wambolt

3. Executive Director Report (20 min)

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

#### CONSENT AGENDA – *motion required*

M. Wambolt

4. Approval of November 26, 2024, Board Meeting Minutes
5. Approval of Visit Morro Bay Financials

#### BUSINESS ITEMS & DISCUSSIONS

M. Wambolt

6. VMB Approve Audit Funds to Reserve Account (10min) *motion required*  
*City of Morro Bay conducted a ToT audit. VMB received overdue TBID funds from the audit. Board to approve moving funds to reserve account.*
7. VMB HWY 1 Billboard Approval - (10 min) *motion required*  
*Staff and Abbi Agency to present a new billboard concept for HWY 1. Board to potentially approve new billboard.*
8. VMB Additional Funds from Reserve for Marketing - (15mins) *motion required*  
*Staff and Abbi Agency to present options for additional marketing from reserve funds. Board to potentially approve funds or approve subcommittee for fund approval.*
9. Visit Morro Bay Marketing Update (15 mins)  
*The Abbi Agency to give updates on current marketing efforts.*
10. VMB Website Subcommittee (5 mins) *motion required*  
*Board to approve website subcommittee for new website.*
11. Morro Bay in Bloom - I Heart Morro Bay Beautification Grant -- (10min) *motion required*  
*Walter Heath to present beautification grant presentation. Board to potentially approve funds.*
12. Morro Bay Chamber of Commerce Shop, Sip, Stroll and Stay Sponsorship (10mins) *motion required*  
*Morro Bay Chamber to present sponsorship for Shop, Sip, Stroll and Stay in April 2025*
13. VMB Tourism Sustainability Plan Discussion – (15min)  
*Staff to open discussion on sustainability plan for Visti Morro Bay. Board to give staff next steps.*
14. Next Board of Directors meeting – March 27, 2025 – 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.