



# Agenda

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## Visit Morro Bay Board of Directors

### Visit Morro Bay Board of Directors Agenda

Thursday, January 25, 2024

9:00 am – 11:00 am

Virtual via Zoom

<https://us02web.zoom.us/j/84843611155?pwd=bzdTa1BYaTJMdVY3ck9zUFV2bFI0dz09>

Meeting ID: 848 4361 1155 Passcode: 972262

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

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

<b>ANNOUNCEMENTS</b>	<b>M. Wambolt</b>
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<b>EXECUTIVE DIRECTOR REPORT</b>	<b>M. Wambolt</b>
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3. Executive Director Report (20 min)

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

<b>CONSENT AGENDA – <i>motion required</i></b>	<b>M. Wambolt</b>
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4. Approval of November 16, 2023 Board Meeting Minutes
5. Approval of Visit Morro Bay Financials

<b>BUSINESS ITEMS &amp; DISCUSSIONS</b>	<b>M. Wambolt</b>
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6. Visit Morro Bay Marketing Update - Abbi Agency (20 min)  
*The Abbi Agency will provide an update to the board on current marketing efforts and focus on the months ahead.*
7. Visit Morro Bay Reserve Fund Discussion (20min) *motion required*  
*Staff to provide update to the VMB's reserve funds. Board to discuss options and approve next steps.*
8. VMB Executive Director Retirement Account Approval (10min) *motion required*  
*Executive Director Michael Wambolt to present company sponsored 401K plan. Board to discuss and potentially approve.*
9. Placemaking Discussion – “I Love Morro Bay Event” Grant Approval - \$7,000 (10min) *motion required*  
*Staff will provide insights into placemaking and present a beautification project grant request from Morro Bay in Bloom. Board to discuss VMB's role in placemaking and potentially approve grant to Morro Bay in Bloom.*
10. Kite Festival Sponsorship – \$10,000 April 2024 (10 mins) *motion required*  
*Staff to provide the board with a sponsorship opportunity of \$10,000 for the Kite Festival. Board to discuss and approve funds.*
11. Maritime Event and Avocado & Margarita Festival Discussion (20min)  
*Staff to provide update to Maritime Event and Margarita Festival. Board to give staff next steps.*
12. Epsilon Campaign Two Update(10min)  
*Staff and Epsilon will present the almost final report from round two campaign.*
13. Next Board of Directors meeting – March 28, 2024 – 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 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 48 hours prior to the meeting.