



Agenda

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Agenda

Thursday, January 26, 2023

9:00 am – 11:00 am

Virtual via Zoom

<https://us02web.zoom.us/j/89792541583?pwd=bHF1K2ZnNFNiTk9SWVZobUZTNnBXQT09>

Meeting ID: 897 9254 1583 Passcode: 695525

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

CALL TO ORDER

1. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	M. Wambolt
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EXECUTIVE DIRECTOR REPORT	M. Wambolt
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2. Executive Director Report (15 min)

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

CONSENT AGENDA – <i>motion required</i>	M. Wambolt
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3. Approval of November 17, 2022, Board Meeting Minutes

4. Approval of December 12, 2022, Special Board Meeting Minutes

BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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5. SLO CAL Open WSL Surf – Sponsorship Approval February 2023 (10 min) - *motion required*

Staff will provide an update and SLO CAL Open WSL Surf Contest. Staff will seek approval of \$10,000 in sponsorship funds.

6. Morro Bay Car Show Sponsorship – May 2023 (15min) – *motion required*

Staff will provide an update and seek approve of \$5,000 in sponsorship funds for the Crusin' Morro Bay Car show.

7. Morro Bay Trolley Advertising Opportunity 2023 – (15min)

Staff will provide an update on a marketing proposal for the Morro Bay Trolley. Board of directors to discuss opportunity and give staff next steps.

8. Avocado and Margarita Festival Recap – (15min)

Erica Crawford President and CEO of the Morro Bay Chamber will give a recap of event and what is in the future for the event.

9. Visit Morro Bay Marketing Update - Abbi Agency (20min)

The Abbi Agency will provide an update to the board on current marketing efforts and focus on months ahead.

10. Get Salty Trademark Discussion (10mins)

Staff will provide an update to the trademarking for "Get Salty." Board will provide next steps to staff.

11. Threshold360 Destination Opportunity (10min)

Staff will provide an overview of Threshhold360 Destination and look for next steps from board of directors.

12. Visit Morro Bay Financial Update and Review (10 min)

Staff will provide an update to the current financials of the Visit Morro Bay TBID.

13. Next Board of Directors meeting – March 23 , 2023– 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.