



Special Board Meeting Minutes

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Special Meeting Minutes

Wednesday, January 26, 2022

10:00 am – 11:00 am

Virtual via Zoom

<https://us02web.zoom.us/j/87444106558?pwd=WnlTTmlhMnFHUHHpck9rR2xXNHE4QT09>

Meeting ID: 874 4410 6558 Passcode: 038728

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

1. **CALL TO ORDER:** Board President Amish Patel called the meeting to order at 10:03 am

PRESENT (VIA VIDEOCONFERENCE): Amish Patel, Steven Allen, Joan Solu, Val Seymour, Scott Collins, and Christopher Kosteka joined meeting at 10:15 am.

STAFF PRESENT: Michael Wambolt, Elizabeth Gilson

PUBLIC PRESENT: City Council person Jen Ford, Applicants for the vacation rental Board of Directors seat, Sean Green Robert Elzer and Toni LeGras.

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

ANNOUNCEMENTS	M. Wambolt
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None

EXECUTIVE DIRECTOR REPORT	M. Wambolt
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None

CONSENT AGENDA	M. Wambolt
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None

BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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3. **Visit Morro Bay Vacation Rental Seat Board of Director– (60 min)**

Board of Directors will hear from three applicants for the vacant Vacation Rental Board Seat. Upon completion of the interviews the board will make a recommendation of next steps.

Applicants will have five minutes to introduce themselves and the board will have 10 minutes for questions and answer.

Robert Elzer spoke on his qualifications. Co-owner of Urelax Vacation Rentals, Manager at Beach & Bay Getaways.

Toni LeGras spoke on her qualifications. Owner Beachside Rentals in Cayucos with a few properties in Morro Bay.

Sean Green spoke on his qualifications. Past member of TBID and a vacation rental owner.

Board members asked questions and applicants answered in revolving order.

Board President Amish Patel asked, Why do you think Morro Bay needs a tourism office?

Answer:

1. Robert Elzer - Because we are a travel destination
2. Toni LeGras - It is vital that Tourism has its own voice and operates as a bridge for communication with City government and the community
3. Sean Green - To support stakeholders with communication, education, and marketing the destination to increase stays.

Board member Chris Kosteka asked, What do you feel is the number one responsibility of TBID?

Answer:

1. Sean Green - To maximize the use of monies available.
2. Toni LeGras - To increase occupancy in a responsible way
3. Robert Elzer - Reiterated qualifications for Board member Christopher Kosteka who joined meeting at 10:15 am. Then answered that Funds available are allocated for best use and to improve the quality of the destination.

Board member Steven Allen asked, How do you feel about spending funds to improve City infrastructure?

Answer:

1. Robert Elzer - Is open to the idea
2. Toni LeGras - It is a tough question. It could become a rabbit hole. Is reluctant to spend on improving streets and sidewalks but is ok with improving natural assets in collaboration with the City but must be careful. This would help increase occupancy which will increase tax money for everyone.
3. Sean Green - The City should remain responsible for City infrastructure.

Board member Joan Solu asked, What are the five top responsibilities that you feel you will take on as a Board member in order of importance?

Answer:

1. Sean Green - Be responsible to the TBID, communication with the City and advocacy for the stakeholders. Hold other City department staff accountable for improvements that need to be made.
2. Toni LeGras - Be a good communicator that holds together the Board and promote advocacy for stakeholders and stick to the master plan. Consider information given. Need to show up to meetings and vote in the best interest of the TBID.
3. Robert Elzer - Leadership. Making sure the Board is functioning correctly, and provide guidance to the Board, City, community and stakeholders.

Board member Scott Collins asked, If selected to represent the vacation rental seat. How will you connect with your constituency?

Answer:

1. Robert Elzer - It is important to understand the importance of being an advocate.
2. Toni LeGras - Communication is important. Need to reach out and be persistent with getting vacation rental owners involved.
3. Sean Green – Feels strongly that it is about enforcement of doing things the right way and following the vacation rental ordinances. Stated that he was upset about how the change of TBID was communicated to single vacation owners.

ACTION: Board President Amish Patel motioned to extend the meeting time 10 minutes Chris Kosteka seconded.

MOTION: Carried 6:0

Board member Val Seymour asked, How would you work on getting customers to book direct?

Answer:

1. Sean Green - Keeps a logbook of visitors and encourages them to book direct.
2. Toni LeGras – 85% of my customers book direct and that has to do the services offered and that she started a management company to promote a direct bookings network.

3. Robert Elzer – Have a strategy. Create an organic search presence. Communication and has a newsletter to mail to database.

PUBLIC COMMENT: None

Board President Amish Patel Spoke on how the decision will be made.

Board member Chris Kosteka stated that all three candidates would be an asset to the Board and all should be kept in the loop

Board member Joan Solu asked What are the next steps?

Board member Chris Kosteka stated that a motion should be made to select a candidate.

Board discussed.

ACTION: Board member Steve Allen motioned to approve Robert Elzer as the new board member. Val Seymour seconded.

MOTION: Carried 6:0

Board member Scott Collins thanked Toni LeGras.

Sean Green wished Robert Elzer well and stated that he will be busy and feels he will accomplish more not on the Board.

Joan Solu thanked Robert, Sean & Toni.

PUBLIC COMMENT: None

4. Declaration of Future Agenda Items - None

5. Next Board of Directors meeting – January 27, 2022 – 9:00am – 11:00am – Via Zoom

ADJOURN: Meeting was adjourned by Board President Amish Patel at 11:10 am

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.