



# Agenda

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## Visit Morro Bay Board of Directors

### Visit Morro Bay Board of Directors Agenda

Thursday, January 27, 2021

9:00 am – 11:00 am

Virtual via Zoom

<https://us02web.zoom.us/j/83572784421?pwd=UXNmK3NzT3BxSzNVa1dQcDB5M0k4Zz09>

Meeting ID: 835 7278 4421 Passcode: 634919

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

<b>CONSENT AGENDA – motion required</b>	<b>M. Wambolt</b>
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4. **Approval of November 18, 2021 Board of Directors Meeting Minutes** (5 mins)
5. **Approval of December 16, 2021 Special Board Meeting Minutes**

<b>BUSINESS ITEMS &amp; DISCUSSIONS</b>	<b>M. Wambolt</b>
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6. **Visit Morro Bay Vacation Rental Seat Board of Director–** (10 min)  
*Staff will provide update from special board meeting to fill vacation rental board seat. Depending on the outcome of the special board meeting on January 26, 2022, the board might have to vote in the new board member.*
7. **Visit Morro Bay Financial Update and Review** (15 min)  
*Staff will provide an update to the current financials of the Visit Morro Bay TBID*
8. **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 months ahead.*
9. **Visit SLO CAL Countywide Events and Festivals Strategy** (20 min)– *motion required*  
*Melissa Murry from Visit SLO CAL will give a presentation and answer questions from the board. Board will discuss and make any recommendations.*
10. **Kite Festival Sponsorship – April 28-29, 2022** (10 min) – *motion required*  
*Staff will provide an update to the board about the Morro Bay Kite Festival and potential sponsorship. Board will discuss the opportunity and consider a recommendation to approve a sponsorship of \$3,000 and Visit Morro Bay assisting with the digital marketing and social media support.*
11. **Morro Bay Big Yard Sale – April 1-3, 2022** (10 min)  
*Staff will provide an update to board about the Big Yard Sale. Board will discuss and make any recommendation*

## **12. Declaration of Future Agenda Items**

## **13. Next Board of Directors meeting – March – 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.