



Agenda

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Agenda

Thursday, January 27, 2022

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)

ANNOUNCEMENTS	M. Wambolt
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EXECUTIVE DIRECTOR REPORT	M. Wambolt
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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

CONSENT AGENDA – motion required	M. Wambolt
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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**

BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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6. **Visit Morro Bay Secretary** – (10 min)
Visit Morro Bay is secretary position is currently vacant due to Sarah Maggette vacating her board seat. Board will make recommendation for secretary for Visit Morro Bay and motion to approve.
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. **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 \$10,000 and a marketing support spend of \$18,500 from the Abbi Agency. Total recommended approval for the event will be \$28,500.
10. **Morro Bay Citywide Yard Sale – April 1-3, 2022** (10 min) – *motion required*
Staff will provide an update to board about the City Yard Sale. Board will discuss the opportunity and consider a recommendation to approve a sponsorship of \$7,000.
11. **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 consider approval to sign Visit SLO CAL's commitment.

12. Declaration of Future Agenda Items

13. Next Board of Directors meeting – March 24, 2022 – 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.