



Agenda

Visit Morro Bay Board of Directors

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Thursday, July 1, 2021

8:00 am – 9:30 am

Virtual via Zoom

<https://us02web.zoom.us/j/82812474284?pwd=VFBGVGNkFRRjFHTmFwZTEhUT09>

Meeting ID: 828 1247 4284 Passcode: 974690

Call-In Phone Number: 1(669)900-6833 or 1 (408)638-0968

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

ANNOUNCEMENTS	M. Wambolt
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3. Brown Act Guidelines Reminder (5 mins)

NEW BOARD ESTABLISHMENT - Civitas will handle this item.	M. Wambolt
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4. Appoint Board Members (20 mins)
Civitas will appoint the new board of directors
5. Adopt Morro Bay Tourism Improvement District Bylaws (10 mins) – **motion required**
6. Establishment of Officers (10 mins) – **motion required**

CONSENT AGENDA – motion required	M. Wambolt
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7. Approval of June 17, 2021 MBTBID Advisory Board Meeting Minutes (5 mins)

BUSINESS ITEMS, UPDATES, & DISCUSSIONS	M. Wambolt
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8. Visit SLO CAL Asset Development & Distribution Co-op (20 min) – **motion required**
Staff will request approval to fund Asset Development and Distribution Co-op beginning in the current fiscal year. Visit SLO CAL's CMO Cathy Cartier will be present to answer questions and give highlights of the co-op. Cathy has a hard stop at 9.30am.
9. Visit SLO CAL EDI Audience & Asset Alignment Study and Visitor Profile Study (10 min) – **motion required**
Staff will request approval to fund an EDI Audience & Asset Alignment Study and Visitor Profile Study beginning in the current fiscal year
10. Executive Director Staffing – **motion required**
Board of Directors will discuss and consider the approval of Executive Director candidate Michael Wambolt's terms of employment
11. Mechanics Bank New Account/Signature Update – **motion required**
Staff will request approval of new bank account at Mechanics Bank in Morro Bay and Signature Card.
12. Visit Morro Bay Strategic Plan – Coraggio Group Proporsal – **motion required**
Staff will request approval to fund Coraggio Group's strategic plan proposal in the current fiscal year.
13. Declaration of Future Agenda Items
14. Next Board of Director's meeting – Options - July 28, 2021 or July 29, 2021 – 9:00am

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 Taylor Slauson at (805) 225-7411 at least 48 hours prior to the meeting.