



# Minutes

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## Visit Morro Bay Board of Directors

### Visit Morro Bay Board of Directors Minutes

Thursday, July 1, 2021

8:00 am – 9:30 am

Virtual via Zoom

<https://us02web.zoom.us/j/82812474284?pwd=VFBGVGNoNkFRRjFHTmFwZTEhZEhtUT09>

Meeting ID: 828 1247 4284 Passcode: 974690

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

1. **CALL TO ORDER:** Michael Wambolt

**PRESENT (VIA VIDEOCONFERENCE):** Steve Allen, Amish Patel, Joan Solu, Val Seymour, Sarah Maggelet, Chris Kosetcka, Scott Collins

**STAFF PRESENT:** Michael Wambolt, Taylor Slauson

**Call to Order at 8:03am**

2. **PUBLIC COMMENT (On Non-Agenda Items)**

None.

<b>ANNOUNCEMENTS</b>	<b>M. Wambolt</b>
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3. **Brown Act Guidelines Reminder (5 mins)**

<b>NEW BOARD ESTABLISHMENT - Civitas will handle this item.</b>	<b>M. Wambolt</b>
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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**

**ACTION:** Moved by Civitas representative, Nichole Farley, to adopt the Morro Bay Tourism Improvement District Bylaws as presented.

**Motion carried: 7:0**

6. **Establishment of Officers (10 mins) – motion required**

**ACTION:** Moved by Civitas representative, Nichole Farley, to approve the establishment of officers as discussed.

- Amish Patel, Board Chair
- Steve Allen, Board Vice Chair
- Sarah Maggelet, Board Secretary
- Scott Collins, Board Treasurer

**Motion carried: 7:0**

**7. Approval of June 17, 2021 MBTBID Advisory Board Meeting Minutes (5 mins)**

**ACTION:** Moved by Patel to approve the June 17, 2021 MBTBID Board Meeting Minutes at the next meeting.

**Motion carried: 7:0**

**BUSINESS ITEMS, UPDATES, & DISCUSSIONS**

M.Wambolt

**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.*

Public Comment – None.

Board Discussion.

**ACTION:** Moved by Solu, seconded by Kosetcka to approve the Visit SLO Cal Co-op asset development options one and three as presented.

**Motion carried: 6:1  
Seymour opposed.**

**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*

Public Comment – None.

Board Discussion.

**ACTION:** Moved by Maggelet, seconded by Solu to approve the staff request for funds to participate in Visit SLO Cal’s alignment and profile study.

**Motion carried: 6:1  
Kosetcka opposed.**

**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*

Public Comment – None.

Board Discussion.

**ACTION:** Moved by Collins, seconded by Seymour to approve Executive Director candidate Michael Wambolt’s terms of employment

**Motion carried: 7:0**

**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.*

Public Comment – None.

Board Discussion.

**ACTION:** Moved by Allen, seconded by Maggelte to approve the new bank account at Mechanics Bank.

**Motion carried: 7:0**

**12. Visit Morro Bay Strategic Plan – Coraggio Group Proposal – motion required**

*Staff will request approval to fund Coraggio Group’s strategic plan proposal in the current fiscal year.*

**ACTION:** Moved by Allen, seconded by Maggelte to discuss this item at the next meeting.

**Motion carried: 7:0**

**13. Declaration of Future Agenda Items**

None.

**14. Next Board of Director’s meeting – Options - July 28, 2021 or July 29, 2021 – 9:00am**

Next Board of Director’s meeting will be held on July 28, 2021 at 9:00am.

**ADJOURN.**

Adjourned at 10:01am.

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