



Agenda

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Agenda

Thursday, July 25, 2024

9:00 am – 11:00 am

Virtual via Zoom

<https://us02web.zoom.us/j/81604589137?pwd=K62BhbZYJTZxnIbrPeEqriGH5irea.1>

Meeting ID: 816 0458 9137 Passcode: 871972

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

CONSENT AGENDA – <i>motion required</i>	M. Wambolt
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4. **Approval of May 24, 2024, Board Meeting Minutes**
5. **Approval of June 18, 2024, Special Board Meeting Minutes**
6. **Approval of Visit Morro Bay Financials**

BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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7. **Visit Morro Bay Board of Directors Officer Selection (10min) *motion required***
Visit Morro Bay board of directors will select and approve officers for FY2024-25. Officer positions open: Board Chair, Vice Chair, Secretary and Treasurer
8. **Morro Bay United Kingdom Representation Update - (10min)**
Staff and Rocket Travel will provide updates on UK work.
9. **Visit Morro Bay Marketing Update – Abbi Agency - (30min)**
Abbi Agency to give marketing update for FY2024-25
10. **Visit SLO CAL Co-op Approvals (20min) *motion required***
Staff to provide opportunities from Visit SLO CAL. Board to discuss and approve funds.
11. **Visit Morro Bay Brand Awareness Study Approval – (20min) *motion required***
Heart + Mind to give presentation on brand awareness study. Board to discuss and approve funds for study.
12. **Morro Bay Maritime Event Sponsorship Approval – October 2024 (10min) *motion required***
Staff and maritime event team to present event. Board to approve funds for Maritime Event.
13. **Tunes at Tidelands Sponsorship Approval – Fall 2024(10min) *motion required***
Staff and City of Morro Bay will present sponsorship opportunity for the Tunes at Tidelands event in September 2024
14. **Morro Bay Triathlon Sponsorship Approval – November 2024 (10min) *motion required***
Staff will provide an update to the Morro Bay Triathlon in November 2024. Board to discuss sponsorship and approve \$7,000.
15. **Next Board of Directors meeting – September 26, 2024 – 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.