



# Minutes

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## Visit Morro Bay Board of Directors

### Visit Morro Bay Board of Directors Meeting Minutes

Thursday, July 25, 2024

9:00 am – 11:00 am

Virtual via Zoom

<https://us02web.zoom.us/j/81604589137?pwd=K62BhbZYJTZzxnlbrPeEqriGH5irea.1>

**Meeting ID: 816 0458 9137 Passcode: 871972**

Call-In Phone Number: 1(669)900-6833

1. **CALL TO ORDER** - Board Chair Amish Patel Called the meeting to order at 9:17 am

**PRESENT: (VIA VIDEO CONFERENCE)** Board members - Amish Patel, Chris Kostecka, Robert Elzer, Yvonne Kimball, Dane Jacobs, Steven Allen, and Mark Roemer

**STAFF PRESENT:** Michael Wambolt, Elizabeth Gilson, Marianna Garcia

**PUBLIC PRESENT:** Sean Green - resident, Mark Meredith - Rocket Travel, Hayley Walter, Henry Merchel, Brittany Bober, Amanda Barnham, Taylor Stewart, Anna Patterson, Evan Childs, Rachelle Ramirez - Visit SLO CAL, Darren Bishop – Heart & Mind, Judy Salamacha – Maritime Museum, Brady Lock & Kirk Carmichael – City of Morro Bay Rec. Dept.

2. **PUBLIC COMMENT (On Non-Agenda Items) - None**

<b>ANNOUNCEMENTS - None</b>	<b>M. Wambolt</b>
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Board Chair Amish Patel welcomed new Board member Mark Roemer

<b>EXECUTIVE DIRECTOR REPORT</b>	<b>M. Wambolt</b>
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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*

**Branding** - Michael stated that we have been moving the VW bus around town, We will be updating the billboard on HWY 1.

**Events** - Michael stated that the Ironman race has been cancelled. They stated that there were unknown factors and that they are cancelling races at a few other cities. They stated that their new CEO is working to cut down on liabilities.

The Board discussed.

**Tunes at Tidelands** - Michael stated that this is a City event put on by the Senior center that we sponsor. The event is a concert at Tidelands park that is held on four Thursdays in September and that more information will be provided during the Tunes at Tidelands sponsorship approval item 13 on the agenda.

**Morro Bay 60<sup>th</sup> Anniversary** – Michael stated that the City has a three-day event the second weekend in September is on the committee for this event and more details will come.

**Morro Bay Maritime Weekend** – Michael stated that the event is now 3 days and we will hear from them later in the meeting item 12 on the agenda.

Morro Bay Triathlon – Michael stated that the group would be coming to the next meeting to present their event and ask for sponsorship but he wanted to make the Board aware of this.

**Finances** - Michael stated that the operating account has one hundred eighteen thousand eight hundred and fourteen dollars and fifty-three cents. And that the reserve account has one million thirty-one thousand nine hundred and eleven dollars and ninety-two cents.

**Reports** - Michael stated that STR has been slightly up for April, May & June from last year. July is seeing really healthy numbers. Occupancy the last twenty eight days is up more than any other city in the county.

**Marketing** – Michael stated that ABBI will be talking about marketing efforts later in the meeting, item 9 on the agenda. Michael stated that we have spent extra dollars with Expedia.com & Booking.com to combat winter drop in occupancy.

**Sales** - Michael stated that Marianna is doing a good job reaching out to over eighty NTA bus tour groups and also car & bike clubs.

**Visit California** - Michael stated that we hosted a Visit California Japanese influencer FAM tour

**CONSENT AGENDA – *motion required***

**M. Wambolt**

4. **Approval of May 24, 2024, Board Meeting Minutes**
5. **Approval of June 18, 2024, Special Board Meeting Minutes**

**PUBLIC COMMENT:** None

**ACTION:** Board Chair Amish Patel made a motion to approve Board meeting minutes for both the May 24, 2024 Board meeting and the June 18, 2024, Special Board meeting minutes. Board member Steve Allen seconded the motion.

**MOTION: Carried 7:0**

6. **Approval of Visit Morro Bay Financials**

**PUBLIC COMMENT:** None

**ACTION:** Board Chair Amish Patel made a motion to approve the Financials. Board member Steve Allen seconded the motion.

**MOTION: Carried 7:0**

**BUSINESS ITEMS & DISCUSSIONS**

**M. Wambolt**

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*

Michael stated that the Board must choose new officers Board seat positions.

The Board discussed. And nominations were made.

It was decided that Amish Patel would remain Board Chairperson, Chris Kostecka would become Vice Chairperson, Robert Elzer would remain Secretary, and Mark Roemer would be Treasurer.

**PUBLIC COMMENT:** None

**ACTION:** Board member Chris Kostecka made a motion to approve the nominations for Board officer positions. Board member Steve Allen seconded the motion.

**MOTION: Carried 7:0**

**8. Morro Bay United Kingdom Representation Update - (10min)**

*Staff and Rocket Travel will provide updates on UK work.*

Michael introduced Mark Meredith of Rocket Travel.

Mark Meredith gave an update on the work they will be doing to promote Morro Bay in the UK.

**9. Visit Morro Bay Marketing Update – Abbi Agency - (30min)**

*Abbi Agency to give marketing update for FY2024-25*

Michael introduced Hayley and the team from ABBI Agency.

Hayley and the team gave an update on their marketing efforts.

**10. Visit SLO CAL Co-op Approvals (20min) *motion required***

*Staff to provide opportunities from Visit SLO CAL. Board to discuss and approve funds.*

Michael stated that every year we reserve twenty thousand dollars to do co-ops with Visit SLO CAL. These give us the ability to level up to programs we would not be able to do ourselves. Michael gave his recommendations for which opportunities we should participate in. House brands asset co-op which is video and images. This would cost seventy-five hundred dollars from reserve fund and would cover 18 mos. The second is a Sojourn co-op they are offering a 100% match for us and would cost ten thousand dollars. Sojourn offers CTV and targeting that Visit SLO CAL has been doing through the House of Brands. These two go together.

The Board discussed.

Michael stated that Hotel Beds, Visit SLO CAL, Visit California & Brand USA are offering a coop with Hotel Beds which is the largest tour operator in the world. For either Three months at three thousand dollars or six months at fifty-six thousand dollars. This will target Canada, Mexico, UK, Germany, & France. Michael stated that since we are going to be doing more international marketing that we should go in at six months. Michael stated that this gives us another layer.

The Board discussed.

**PUBLIC COMMENT:** None

**ACTION:** Board member Chris Kostecka made a motion to approve the house of Brand assets co-op with Visit SLO CAL for seventy-five thousand dollars from reserve funds and Hotel beds six month Visit SLO CAL- Visit California co-op for fifty-six hundred dollars from annual budget. Board member Amish Patel seconded the motion.

**MOTION: Carried 7:0**

**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.*

Michael stated that he is recommending a brand awareness study. He stated that destinations use brand awareness studies to understand better what the messaging of campaigns, slogans, what the perception of the destination is to our major markets. Understanding how our messaging is coming across. What they do know or don't know about our destination so we fine tune our messaging. Heart & Mind come with a recommendation from Visit SLO CAL & other destinations. Michael then introduced Darren Bishop of Heart & Mind.

Darren Bishop of Heart & Mind gave a quick background of Heart & Mind and then gave his proposal.

The Board discussed.

**PUBLIC COMMENT:** None

**ACTION:** Board member Yvonne Kimbal made a motion to approve the Heart & Mind brand awareness study. Board member Steve Allen seconded the motion.

**MOTION: Carried 7:0**

Board member Yvonne Kimball left the meeting at 11:02 am

Board Chair Amish Patel stated that we are overtime for the meeting and asked if there was anyone that would make a motion to extend the meeting.

**PUBLIC COMMENT:** None

**ACTION:** Board Chair Amish Patel made a motion to extend the meeting to 11:25 am or until there is no more quorum. Board member Chris Kostecka seconded the motion.

**MOTION:** Carried: 6:0

**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.*

Michael stated that we are helping to build out a multiday event to help fill the gap of the now gone Harbor Festival as a celebration of Morro Bay's maritime history. He then introduced Judy Salamacha of the Maritime Museum.

Judy spoke on the opportunity to build out the Maritime Family Fun Day to a multi-day event October 9<sup>th</sup> -13<sup>th</sup> and went through the options for those days.

**PUBLIC COMMENT:** None

**ACTION:** Board member Steve Allen made a motion to approve the sponsorship of fifteen thousand dollars for the Morro Bay Maritime event. Board member Chris Kostecka seconded the motion.

**MOTION: Carried 7: 0**

Board member Robert Elzer left the meeting at 11:13 am.

**13. Tunes at Tideland Sponsorship Approval – Fall 2024(10min) *motion required***  
*Staff and City of Morro Bay will present sponsorship opportunity for the Tunes at Tideland event in September 2024*

Michael stated that these concerts give us something to offer visitors on a shoulder day. He stated that the concerts are on the four Thursdays in September and the Senior Center is asking for a five-thousand-dollar sponsorship. Michael then introduced Brady Lock of the Morro Bay Senior Center and Kirk Carmichael from the City of Morro Bay Recreation Department who are hosting the concerts.

Brady Lock spoke on the event and its growth over the last two years and stated that last year he took flyers to the hotels and a good amount of visitors from the hotels came to the concerts.

The Board discussed.

**PUBLIC COMMENT:** None

**ACTION:** Board member Chris Kostecka made a motion to approve five thousand dollars for the Tunes at Tideland concert series in September. Board Chair Amish Patel seconded the motion.

**MOTION: Carried 5:0**

Board member Steve Allen left the meeting at 11:22 am.

**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.*

Michael stated that Morro Bay Triathlon has a new owner but the person in charge of the event was not able to make the meeting and that he would be presenting. He stated that the Triathlon had already been tentatively approved by the Board pending an official request at a previous meeting.

Michael presented the details of the event.

The Board discussed.

**PUBLIC COMMENT:** None

**ACTION:** Board Chair Amish Patel made a motion to approve a seven-thousand-dollar sponsorship for the Morro Bay Triathlon.

**MOTION: Carried 4:0**

**15. Next Board of Directors meeting – September 26, 2024 – 9:00am – 11:00am – Via Zoom**

**ADJOURN.** Board Chair Amish Patel adjourned the meeting at 11:27 am

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.