



# Agenda

## Visit Morro Bay Board of Directors

### Visit Morro Bay Board of Directors Agenda

Thursday, July 27, 2022

9:00 am – 11:00 am

Virtual via Zoom

<https://us02web.zoom.us/j/84843611155?pwd=bzdTa1BYaTJMdVY3ck9zUFV2bFI0dz09>

Meeting ID: 848 4361 1155 Passcode: 972262

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

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

<b>ANNOUNCEMENTS</b>	<b>M. Wambolt</b>
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<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*

<b>CONSENT AGENDA – <i>motion required</i></b>	<b>M. Wambolt</b>
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4. **Approval of June 8, 2023, Board Meeting Minutes**

<b>BUSINESS ITEMS &amp; DISCUSSIONS</b>	<b>M. Wambolt</b>
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5. **Visit Morro Bay Board of Directors Officer Selection** (10min) *motion required*  
*Visit Morro Bay board of director will select and approve officers for FY2023-24. Officer positions open: Board Chair, Vice Chair, Secretary and Treasurer*
6. **Morro Bay Economic Development Discussion** (10min) *motion required*  
*Staff and Erica Crawford from the Morro Bay Chamber of Commerce will give an update to the current need of economic development in Morro Bay.*
7. **Ironman Economic Impact Study Discussion** (20min)  
*This will be a follow-up discussion from the June Board meeting.*
8. **Morro Bay Triathlon Sponsorship Approval – November 2023** (10 min) *motion required*  
*Staff will provide an update to the Morro Bay Triathlon in November 2023. Board to discuss sponsorship and approve \$5,000.*
9. **Visit SLO CAL Open Sponsorship Approval – December 2023** (10 min) *motion required*  
*Staff to provide update to SLO CAL Open 2023. Board to discuss sponsorship opportunity and approve \$20,000.*
10. **Tunes at Tidelands Sponsorship Approval – Fall 2023**(10min) *motion required*  
*Staff and City of Morro Bay will present sponsorship opportunity for the Tunes at Tidelands event in September 2023*
11. **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.*
12. **Visit Morro Bay FY2023-24 Draft Budget Update** (15 min)  
*Staff will provide board with budget for FY2023-24. Board will discuss and make any recommendations.*
13. **Visit Morro Bay Financial Update and Review** (10 min)  
*Staff will provide an update to the current financials of the Visit Morro Bay TBID*

**14. Next Board of Directors meeting – September 28, 2023 – 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.