



Minutes

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Meeting Minutes

Thursday, July 27, 2022

8:00 am – 9:00 am

Virtual via Zoom

<https://us02web.zoom.us/j/87572673244?pwd=K25MZVdNMUJISHVLS2IUWWZOelJkdz09>

Meeting ID: 875 7267 3244 Passcode: 593508

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

1. CALL TO ORDER – Board member Chris Kostecka 8:06 am

PRESENT: (VIA VIDEO CONFERENCE) Board members – Amit Patel, Dane Jacobs, Chris Kostecka, Sara Johnson Rios

STAFF PRESENT: Michael Wambolt, Elizabeth Gilson, Marianna Garcia

PUBLIC PRESENT: Rupal Patel, Amish Patel, Steven Allen

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

ANNOUNCEMENTS - None	M. Wambolt
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EXECUTIVE DIRECTOR REPORT	M. Wambolt
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3. Executive Director Report - None

CONSENT AGENDA - None	M. Wambolt
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BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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4. Visit Morro Bay Board of Directors Seats Fiscal Years 2023-24 and 2024-25 – (60 min)

Visit Morro Bay has three board seats open for FYs 2022-23 and 2023-24. Open boards seats consist of two lodging seats and one vacation Rental member seat.

Board of Directors to hear from three applicants for the open lodging seats and one applicant for the business member seat. Upon completion of the interviews the board will make a recommendation of next steps.

Applicants will have five minutes to introduce themselves and the board will have 10 minutes for questions and answer.

Michael stated that there are two seats open for the 2023-24 and 2024-25 fiscal years and there are three applicants

Board member Chris Kostecka stated that the three applicants have 5 minutes to speak. The board will ask questions and then before a vote is taken the applicants will be asked to leave the meeting and the persons voted in will be asked to join the regular Board meeting at 9:00 am.

Michael stated that there are 2 lodging seats open. The seats are open as the terms have expired for Steve Allen and Amish Patel. There are three applicants, Steve Allen, Amish Patel and Rupal Patel. Ther is also one vacation rental seat open due to term expiration, and Robert Elzer is the only applicant.

Board member Chris Kostecka introduced applicant Rupal Patel.

Applicant Rupal Patel spoke on why he would be a good candidate for the board.

Board member Chris Kostecka welcomed Rupal and asked what his understanding is the role of the TBID in the community?

Rupal stated that he didn't have much understanding of it but that it was to bring tourism to the city and find ways to do it.

Board member Sara Johnson Rios asked Rupal what do you think are some opportunities for the board to pursue to boost or sustain the tourism economy in Morro Bay?

Rupal stated that in the short time he has been here he sees that we are a one-day town, and we need to find ways to get visitors to stay at least two days. Also, see if there is a way to get restaurants and shops, especially on the Embarcadero to stay open later.

Board member Amit Patel asked Rupal why joining of the board is important to him?

Rupal stated that he wants to be more involved in the community.

Board member Chris Kostecka asked if there were any more questions. There were none. He thanked Rupal.

Board member Chris Kostecka introduced Steve Allen.

Steve Allen spoke on why he is looking to continue on the TBID Board. That he was asked to stay on for the City Manager transition. That he was going to retire from the board but felt he could give another year.

Board member Chris Kostecka thanked Steve for his time on the board and his guidance. He asked if there were any questions.

Board member Sara Johnson Rios asked Steve because of his history on the board while it was under the city and currently, what do you highlight as the most important element of the partnership with the City going forward?

Steven stated that it is complicated and that the relationship with Morro Bay city residents is important. Scott Collins did a good job of fostering the two organizations and he will be missed. The new city manager has some big shoes to fill. There are some conflicts that no one thought of until the COVID event. Tourism's job is to bring tourists in and that was not what the residents wanted during the 2 or 3 year period and feels that it is good that Tourism is now independent of the city. It is better for the City and for tourism.

Board member Chris Kostecka introduced Amish Patel.

Amish Patel spoke on why he is looking to continue on the TBID Board.

Board member Chris Kostecka thanked Amish for his time on the board and asked what the biggest challenges on the board in the short term and long term.

Amish stated that in the short term the challenges are a board that has been pretty agreeable in our discussions and the ability to keep that flow going would be important. In the long term would be to foster more community outreach and communication.

Board member Chris Kostecka asked if there were any questions.

Board member Sara Johnson Rios asked how do you see the relationship with the City and Visit Morro Bay?

Amish stated that we work hand in hand. Our job is to get heads in beds which brings in revenue to the City and finding a mutual way to do that benefits everyone while also creating an amicable atmosphere for the community, so they don't hate tourism and help them to better understand that the TOT tax funds helps support the city.

Board member Chris Kostecka stated that that was the conclusion of the applicants for the lodging seats and that the vacation rental seat applicant is next.

Board member Chris Kostecka introduced Robert Elzer.

Robert Elzer spoke on why he is looking to continue on the TBID Board.

Board member Chris Kostecka thanked Robert for his service on the board and asked how do you feel the board is doing to be inclusive in our marketing and our desire to assist vacation rental owners and managers?

Robert stated that he feels we are doing well. But it is a little bit tough because you are dealing with a lot of individual parties that may or may not be engaged in what the board and Visit Morro Bay does but he is a believer in the rising tide in a small boat and the efforts we have done to improve Morro Bay as a destination has been very helpful in engaging the vacation rental community even though some of them may not be aware of those efforts.

Asked if there were any other questions for the Board. There were none. He then thanked Steve, Amish, Rupal and Robert for spending time with us and asked Michael if the applicants needed to sign off for the Board to discuss.

Michael said yes. The Board will discuss, and the vote will happen from there and then Michael will contact the applicants that were chosen.

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board member Chris Kostecka made a motion to approve Steve Allen for lodging seat number 1. Board member Amit Patel seconded the motion.

MOTION: Carried 4:0

PUBLIC COMMENT: None

ACTION: Board member Chris Kostecka made a motion to approve Amish Patel for lodging seat number 2. Board member Dane Jacobs seconded the motion.

MOTION: Carried 4:0

PUBLIC COMMENT: NONE

ACTION: Board member Chris Kostecka made a motion to approve Robert Elzer for vacation rental seat number 1. Board member Sara Johnson Rios seconded the motion.

MOTION: Carried 4:0

Michael stated that he would coordinate with the applicants and would see them all at the next meeting at 9:00 am.

5. Next Board of Directors meeting – July 27, 2023 – 9:00am – 11:00am – Via Zoom

ADJOURN. Board member Chris Kostecka adjourned the meeting at 8:39 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.