



# Agenda

---

## Visit Morro Bay Board of Directors

### Visit Morro Bay Board of Directors Agenda

Thursday, July 28, 2022

9:00 am – 11:00 am

Virtual via Zoom

<https://us02web.zoom.us/j/89792541583?pwd=bHF1K2ZnNFNiTk9SWVZobUZTnNBXQT09>

Meeting ID: 897 9254 1583 Passcode: 695525

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>
----------------------	-------------------

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

3. Executive Director Report (30 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>
--	-------------------

4. Approval of May 26, 2022, Board Meeting Minutes

<b>BUSINESS ITEMS &amp; DISCUSSIONS</b>	<b>M. Wambolt</b>
---	-------------------

5. Margarita Avocado Festival Sponsorship – September 9-11, 2022 - *motion required*

*Staff will provide update to the board about the Margarita Avocado Festival sponsorship. Erica Crawford President/CEO from the Chamber of Commerce will give a presentation and answer questions. Board will discuss and potentially approve a sponsorship of \$15,000*

6. Visit Morro Bay Operating Account Funds Transfer (15 min) - *motion required*

*Staff will ask for a motion to transfer \$300,000 from operating budget to reserve account. Funds are a carry over from 2019-20.*

7. Visit Morro Bay Marketing Update - Abbi Agency (30 min)

*The Abbi Agency will provide an update to the board on current marketing efforts and focus on months ahead.*

8. Visit Morro Bay FY2022-23 Draft Budget Approval (15 min)

*Staff will provide board with the first-round budget for FY2022-23. Board will discuss and make any recommendations.*

9. Visit Morro Bay Financial Update and Review (10 min)

*Staff will provide an update to the current financials of the Visit Morro Bay TBID*

10. Next Board of Directors meeting – September 22, 2022 – 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.