



# Minutes

## Visit Morro Bay Board of Directors

### Visit Morro Bay Board of Directors Special Board Meeting Minutes

Tuesday, June 18, 2024

1:00pm – 2:30pm

Virtual via Zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/84098855182?pwd=4iZkcYKJN1RUywjlvL7GNnBDWvue3w.1>

Meeting ID: 840 9885 5182 Passcode: 166464

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

1. **CALL TO ORDER:** Board Chair Amish Patel called the meeting to order at 1:01 pm

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

**ABSENT:** Robert Elzer

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

**PUBLIC PRESENT:** None

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

<b>ANNOUNCEMENTS - None</b>	<b>M. Wambolt</b>
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<b>EXECUTIVE DIRECTOR REPORT</b>	<b>M. Wambolt</b>
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Michael stated briefly that there is a FAM from Japan coming into town this week and that he is on the City of Morro Bay 60<sup>th</sup> anniversary celebration committee.

<b>CONSENT AGENDA - None</b>	<b>M. Wambolt</b>
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<b>BUSINESS ITEMS &amp; DISCUSSIONS</b>	<b>M. Wambolt</b>
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3. **VMB FY 2024-25 Budget Review**

*Staff to give board update on FY 2024-25 draft budget. Board to discuss and potential approve budget.*

Michael went over the 2024 - 25 draft budget. He stated that there would be a modest increase of two to three percent. He stated that the final TOT numbers for 2023 - 24 will not be available until August and then he will be able to better forecast the final 2024-25 budget. He went over the variables of Hwy 1 closure, more international travel and if we have a wet winter or not and what they could do to positively or negatively impact future revenue coming in. He spoke on the impact of the new additional hotel rooms. He stated that TOT is going up. Michael said that overall operations of hotels are looking up.

The Board discussed.

Board member Yvonne Kimball stated that she felt that a lot of money is being spent on marketing with no improvement in revenue.

Michael stated that we are still working on building back up visitors from our local markets from COVID, lengthened closure of Hwy 1 and bringing back international travel.

The Board discussed.

Michael stated that he has been thinking about what could be done to make Morro Bay more of a destination and not rely on Hwy 1 being open. He stated that part of this would be making sure we Focus on our events. Possibly having them once a month and promoting activities especially outdoor and water related. He stated that we will also be having promotional months like wine month and restaurant month.

Michael then delved into the 2024 -25 budget backup accounts and specific amounts budgeted.

The Board discussed

**PUBLIC COMMENT: None**

**ACTION:** Board member Chris Kostecka made a motion to approve the 2024 -25 Visit Morro Bay budget with the exception of reserve budget items (highlighted in green on budget backup) and including one hundred and twenty thousand dollars toward event sponsorship.

**MOTION: Carried 6:0**

The board further discussed future uses of the reserve fund.

**4. VMB Executive Director Two Year Contract Approval**

*Executive director's three-year contract expires on June 30, 2024. Board to discuss terms of employment for a two-year contract that will end June 30, 2026*

Michael spoke on the last three years and how quickly it has gone. He went over his previous contract details and then went over his requested changes and increases and why he is proposing them.

The Board discussed, asked Michael to clarify in more detail a few of his requests.

Board member Chris Kostecka left the meeting at 1:32

Board member Yvonne Kimball asked if Michael could leave the room for the Board to discuss further.

The Board discussed further.

Board member Yvonne Kimball left the meeting at 1:54 pm

Michael was asked to rejoin the meeting.

The Board stated to Michael that they would like to negotiate his annual salary request.

Michael stated that he was interested to hear what they had to offer.

Board member Amit Patel stated what changes the Board would like to see and are willing to offer.

Michael stated that he would like five thousand dollars more a year on his salary that they have offered. All other proposed changes Michael is good with.

**PUBLIC COMMENT: None**

**ACTION:** Board Chair Amish Patel made a motion to approve Michael Wambolt's Executive Director two-year contract beginning July 1<sup>st</sup>, 2024, with a salary of 130,000 dollars, vacation to stay at the current amount of 120 hours with no roll over and payout at the end of the year for unused time off, 950 dollars a month health benefit, and a five-month severance package. Board member Steve Allen seconded the motion.

**MOTION: Carried 4:0**  
**Next Board of Directors meeting – July 25, 2024, Via Zoom**

**ADJOURN.** Chair Amish Patel adjourned the meeting at 2:52 pm.

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 members 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.