



Agenda

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Agenda

Thursday, June 8, 2023

11:00 am – 1:00 pm

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)

ANNOUNCEMENTS	M. Wambolt
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EXECUTIVE DIRECTOR REPORT	M. Wambolt
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3. Executive Director Report (30 min)
Staff will provide an updated on current projects, reporting and areas of focus for the months ahead

CONSENT AGENDA – <i>motion required</i>	M. Wambolt
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4. Approval of March 23, 2023, Board Meeting Minutes
5. Approval of May 9, 2023, Special Board Meeting Minutes

BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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6. Approval Ironman 70.3 Economic Impact Study – (15min) *motion required*
Staff will provide an update to Ironman 70.3 and look for approval of \$30,000 in funds to contract Tourism Economics to produce an economic impact study.
7. Approval to move SLO CAL Open WSL to December 2023 (10min) - *motion required*
Staff will provide an update on the request to move the SLO CAL Open WSL Surf Contest from November to December.
8. WSL SLO CAL Open Additional Funds for 2023 Event (10min)
Staff will provide an update to the WSL SLO CAL Open in 2023. Surfing for Hope is looking to increase the investment from \$10,000 to \$20,000 for 2023.
9. Approval of FY2023-24 Visit Morro Bay Board Meeting Schedule (5min)– *motion required*
Board to approve FY2023-24 Board Meeting Schedule
10. Visit Morro Bay Visitor Guide Discussion (15min)
Staff will provide an update to current visitor guide and look for direction from board for next steps.
11. Visit Morro Bay Winter Wonderland Discussion (15min)
Staff will provide an update on the potential of a three-week schedule of events during the holiday season.
12. 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 the months ahead.

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 – July 27, 2023 – 9:00am – 11:00am – Via Zoom

15. Items for Future Board Meetings

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.