



Minutes

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Minutes

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** – Board President Amish Patel called the meeting to order at 11:03 am

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

STAFF PRESENT: Michael Wambolt, Elizabeth Gilson, Marianna Garcia

PUBLIC PRESENT: Greg Pepitone - Tourism Economics and Andy McKay - SLO CAL Open WSL

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 (30 min)**

Staff will provide an updated on current projects, reporting and areas of focus for the months ahead

Branding: Michael stated that the VW bus has been branded by Goofy Graphics and that the local mechanic scheduled to work on the bus has been ill so he is looking for another mechanic. Michael stated that the locks on the passenger door needs to be fixed before the bus can be driven around to limit liability.

Board member Steven Allen asked Michael if the bus was being used yet. Michael stated no it is not being used because work needs to be done on the door locks to limit liability and he wants to get them fixed soon. It is parked at Amish Patel’s house and will be moved to the office parking lot as soon as the locks have been fixed,

Events:

The Cruisin’ Morro Bay Car show was a success and there was great weather.

For Ironman, Michael stated that he had sent a note out to board members and that there will be more discussion later in the meeting during business item number one. Michael did want to share a video that Sam Pruitt had sent. Michael then shared the video. Michael then stated that from the participants perspective was extremely well received and that the race was extremely well run. Overall, it was a relatively successful large-scale event for the first year but there are obviously, pieces of the event to learn from for next year.

Michael stated that as we go into summer there are many events that we sponsor but we do have the Tall Ship San Salvador coming in August for tours. Ticket sales have been open for three or four weeks now. Michael should be getting a report from them. He also stated the event is in the PR funnel through the ABBI Agency and there will be social posting

as well. Michael stated that if there are any lodging properties that would like a flyer or poster let him know and we will deliver them.

Michael stated that the City is doing a Family Fun Day for the Fourth of July, and we will start promoting that and getting that information out to the lodging properties as well.

Finances: Michael stated that the operating account has seven hundred thousand nine hundred and twenty-two dollars in it. Two hundred thousand of it is for the Epsilon spend, the Sam Pruitt work, and the update and remodel of the VW Bus. The reserve account is seven hundred and sixty-four thousand. We rolled over that three hundred and nine thousand and three hundred thousand before that. We are pacing with our annual seven percent to have an additional eight thousand in reserve.

Reports: Michael stated that for this past late March early April we are pacing slightly below our 2019 STR numbers. The second part of April we started to pace a bit further ahead of 2019 numbers. Where we want to be is our 2021-22 numbers but a reminder that Covid travel and a captured audience. A real live comparison now is our 2019 numbers leading into the May period we are pacing ahead of 2019 numbers; We had the Kite Festival and Car show running on consecutive weekends. This is a good place for us to be. Coming into the Ironman race week the fourteenth through the twentieth we had our third largest week in comparison increasing our REV PAR by ten dollars compared to 2019.

Michael then asked Board member Steven Allen to give insights on properties in the south bay and also asked Board member Amit Patel to speak on properties around the county and how their numbers are pacing in Morro Bay to elsewhere.

Board member Steven Allen stated that it is a big deal. This is the first meeting that he can remember where we are comparing ourselves to 2019 with 2022 & 2023 being an anomaly. This has huge impacts on our budgeting and what our business models look like moving forward, especially with the costs of labor and insurance going up across the board. He then asked if everyone agreed with the fact that we are pacing with 2019 and that 2022 and 2023 are an anomaly and we won't get back to those numbers for a while? What do you think Chris?

Board member Chris KostECKA stated that there was a lot of truth in what is being presented but he is not ready to throw in the towel and that the later part of this year we should be able to start comparing ourselves to 2022 as we were pulling away from COVID. So, if we don't have better numbers later this Fall that are more competitive with 2022 he will have more concern. Chris also stated that he is not seeing the European traveler back yet and asked Michael to speak to that. So, yes, it is concerning that our numbers are down quite a bit from those times while our costs are up as businesses we have to prepare for that. But he is hopeful that late in 2023 and into early 2024 we will stabilize and compete with the last couple of years.

Board member Amit Patel agreed that numbers have been softer.

Michael stated that we have factors against us with HWY 1 closed and expected to open in July. It has been closed for three or four months and this is a traffic flow area where we get overnight stays and the mountains being the way they are and reservoirs being full house boating will be back after five to six years, This is the reason we launched the two hundred thousand dollar spend with Epsilon which is live and will be running through summer. We have some reporting back that ABBI will share with us. Bui is a short-term view as Epsilon likes a ninety-day turnaround but with the funds we have and the healthy reserve funds that we have. If the numbers look good from Epsilon we will be looking to do another large-scale campaign with them in the second half of summer leading into fall. Michael stated that he will be looking for some board direction but may be looking to do some marketing with Expedia and Booking.com to bolster the second half of the year. He also stated that coming back from the IPW trade show we are still another year away from seeing international return and that Hwy 1 being closed has not helped. But there is a huge need for inventory here on the Central Coast for properties so there is potential for us to be a prime stopping location for international travel when that opens up.

Board member Steven Allen stated that the bad weather has also played a part in the lower numbers.

Michael stated that this is a great test point on our marketing to see what ABBI and Epsilon can do with the digital stuff. This is why we have the reserve for times like this to be able to get us through need periods. It feels like this will be a need period and an ability to spend appropriately.

Board member Chris KostECKA stated that he agrees with what board member Steven Allen was saying initially. But that he does not like comparing our numbers to four years ago. But the silver lining is that even though we have had the worst winter in twenty plus years, with HWY 1 being closed, you have snow in the mountains, European travelers not coming back yet, and talk of a recession, raising interest rates and negative press if we are trending above 2019, that is the silver lining. His thought is to be prepared as we come out of all this to see some huge gains but would not be able to go back on costs.

Board member Steven Allen stated that costs would not be able to go down and that he would like to have a conversation with hoteliers about insurance and what they are seeing as it is not easy to insure properties right now in California.

Board member Amit Patel stated that running and operation costs have gone up.

Michael stated that the growth was so strong over the last two years. For our fiscal year going from July through December was looking great then we get hit with winter. When we look at January period when we get hit with the storms that is when things went sideways for us but in actuality when we are looking at the monthly STR numbers our REVPAR was slightly less than 2019 even with the storms, Occupancy was still relatively strong. February was less but still the same story and on par with 2021, March is where it took more of a dig for us. But there seemed to be a spring break issue. It seemed to be closer and tighter this year. April a little bit of a bounce back but nothing compared to what we were seeing. The May period was strong last year. Then the June period was good for us.

Board member Steven Allen stated that he had spoken with a representative of Visit California, and she stated that business in the mountain areas was slow because there was too much snow.

Sales: Michael stated that there is a big need for inventory for international markets. There was a consolidation that happened in the last two years so we are not seeing a bunch of wholesale or receptive operators but the Hotel beds, the Bond Hotels, the ATI, The World Travels, and The Meeting Points of the World is a place we should play for our hotels. With the work that Visit SLO CAL is doing, the more properties we have in those receptive operators the more he can push on them as they are doing sales missions in the UK and Germany to get more life for us. Then there is the opportunity with the consolidation and the change of international marketing we look at some small scale representation within the UK that gets us top of mind for a year or two. We shouldn't need to do it year in and year out as that is what Visit SLO CAL does. But there are smaller contractors that he has known for a long time that have moved on to their own business model. SMERF, So with Marianna on board she has been doing some prospecting. She has been reaching out to bird groups and car clubs. Michael would like to still do a big push for SLO CAL WELCOME with all of our hotels. Maybe there is a point to talk about an incentive to our hotels to sign up and complete the program. May be with the front desk staff and managers we offer a twenty-five-dollar gift card. Customer service is a point where we can really improve and impress those that are coming to us especially as we see our rates reach a place where service is not reaching that threshold.

Stakeholder Engagement: We continue our outreach to stakeholders. We are hearing the same thing. Spring was soft but not bad but we need to do something, and he believes what we are doing with the Epsilon campaign and the large scale spend will accomplish that.

Visit California: Visit California included Morro Rock on their native California campaign which is a great inclusion for us and as we look to do our marketing campaign for next year. You will start seeing more native marketing for what Morro Bay is and the history of Morro Bay.

Michael then asked if there were any questions.

Board member Steven Allen stated that their retail business is way down over the spring, so it is not just hotels. He then

asked if board member Dane Jacobs could comment.

Board member Dane Jacobs stated that his numbers were down by fifty percent and that is a direct correlation with weather. Overall, he is seeing an increase in people coming into town but the valley not being as hot as we would like it to be is definitely showing a decrease midweek. Whale watching is slow, but he is on pace with what they need to do. Overall, he is doing ok but just need the valley to heat up and then they will be doing quite well.

Board member Amit Patel stated that he had met with a retail vendor, and she stated that business has been really soft.

Board member Steven Allen asked if there was a strategy for watching our spend in case things get worse next year?

Michael stated that yes, we are in the budget process now and will budget close to what we did this year. We have a healthy reserve. We will have by the end of this year moving into next year approximately a million dollars in reserve. We will not add to the marketing plan and will not up our spend for next year. Keeping the plan as it is and as programs are needed utilize the reserve fund as we go along.

Board member Steven Allen asked, if we didn't have the COVID surplus what would our carryover be?

Michael stated that with the 7% two year carry over carryover we would be at a hundred and forty to a hundred and fifty thousand dollars. With the 7% on a million-dollar budget we save about seventy grand a year.

Board President Amish Patel commented on the VW bus logos and asked that photos be shown of the logos that are now on the bus. He stated that they do not match the conceptual photos and that they need to be redone.

Michael stated that for the sake of time he would send those photos out to the board later today and have that conversation at the July meeting.

CONSENT AGENDA – *motion required* **M. Wambolt**

4. Approval of March 23, 2023, Board Meeting Minutes

Board president Amish Patel asked if there was a board member that wanted to make a motion to approve both meeting minutes

PUBLIC COMMENT: None

ACTION: Board member Steven Allen motion to approve the March 23,2023 meeting minutes and the May 9, 2023, Special board meeting minute. Board President Amish Patel seconded.

MOTION: Carried: 6:0

5. Approval of May 9, 2023, Special Board Meeting Minutes

BUSINESS ITEMS & DISCUSSIONS **M. Wambolt**

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.

Board member Steven Allen asked that before going into this agenda item could Board member Robert Elzer speak to vacation rentals and what that segment is looking like.

Board member Robert Elzer stated that for 2023 they are not doing as well as 2021-22 but are doing better than 2019 numbers. Big picture wise his Vacation rentals are experiencing the same trend as the hoteliers. Inflation has taken a toll. He feels that people are feeling the effects of the economic uncertainty also the booking window has become shorter and because of that the reservations come with less revenue than he would otherwise have. The good news is he is getting the reservations and occupancy is reasonably strong but there is definitely an impact to revenue.

Board President Amish Patel asked Robert if he is seeing a shorter length of stay.

Board member Robert Elzer stated yes. He usually mandates a stay of a week or longer but since the booking window is shorter, he can't enforce that. He stated that his rentals did not do as well as was expected during the Ironman race.

Board president Amish Patel stated that it was surprising considering that racers are picky about what they eat that they didn't get to vacation rentals for kitchens to prepare their own food. He also didn't see a lot of midweek booking for the racers to get acclimated for the race. A lot were staying a day or two for the race and then leaving the day or day after the race.

Board member Robert Elzer stated that that was the same for them. Most came on the Thursday prior to the race.

Board President Amish Patel stated that the board should move on to the impact study approval.

Michael stated that during Ironman there were elevated rates, Saturday was soft, racers were leaving the day of, and there was not much of an opportunity for other for other visitors to fill the gap since Ironman was in town. Michael stated that he had sent the board an opinion piece that was sent out by a local restaurateur that the Ironman race did not benefit food and beverage and retail as had been hoped. Michael then stated that part of that was that three weeks before the race the running course was changed, and spectators were able to see the racers more often. Learning from this there is talk about moving the race to a Sunday so that Saturday will be a more natural day. He stated that he has been working with the City who holds the contract for Ironman to stay in Morro Bay. With our STR data it proved the relative model that it was a strong week for us in the hotel space and was close to the 2021 numbers. This leads us to this discussion. When bringing Ironman in it was part of the decision-making process for us and the city to see economic impact studies from the likes of Tourism Economics. We had originally hoped to utilize Destination America's impact calendar from SLO CAL which can be relatively robust, but it didn't seem like it was the appropriate thing to do this year given that those are numbers developed by us in house. He stated that he has been looking for an option to do this. He called other DMO's SLO CAL, Santa Cruz, and others who would contract to do work for this. Talking with the Mayor there is a need for this. This is part of our strategic plan for us for research for us to understand this and for the City to know that we are great partners when it comes to having large events like this here in Morro bay. Michael then introduced Mike Pepitone to walk through the proposal from Tourism Economics and answer any questions. Michael stated that staff will be used to contract Tourism Economics to give us a baseline understanding of the full impact of the race. He stated that we have one part of the business community stating that it was the worst weekend for them and others that were saying it was the best. So, for us to understand the fiscal impact to the City an economic impact study is needed and what we are looking for Greg to show us is how they will produce an economic impact study for the week of Ironman and that contract thirty thousand dollars to produce that report.

Greg Pepitone senior economist for Tourism Economics did his presentation on what they will be doing. He stated that they had recently finished a study for Ironman Lake Placid and area aware of the questions to ask and information to gather regarding the race.

Board member Chris Kostecka asked with the influx of the Ironman race it did push out some of our regular visitors. So how do we account for that?

Greg stated that what had been done in the past at Lake Placid was getting an understanding about any sort of displacement of leisure travelers. So, what they looked at was the SGR and lodging data and looked at the number of room nights that were generated from Ironman and did an analysis of any displacement of typical leisure travelers. So, they would be able to do a similar study for Morro Bay.

Board member Chris Kostecka stated that the biggest concern is that there wasn't the typical retail spending. Because of Ironman the regular visitor was no able or it was more difficult for them to get into Morro Bay. That is the battle that we will have with retailers, and we are hoping that the study can shed light on that. Also hoping to find out if this event introduced Morro Bay to the visitors for the race and will it bring back return visitors.

Greg stated that they were able to do a post event survey that in the past answered those questions.

Michael stated that Ironman will be sending data from a post event survey in a couple of weeks. He stated that talking to the Mayor and a couple of the council members. This is a large item for them to look at and see if this race is a worthwhile event to have. We are looking at different ways to extend this in the future and report back to the City as they are getting a lot of questions. It is a hot topic. Diving into the data is the best way to understand it.

Board member Steven Allen asked Michael what things locals were complaining about?

Michael stated that it didn't help that the opinion piece by the restaurateur was in two local newspapers. That created a big talking point within the retail space on the Embarcadero and downtown. The hotels did great but not everyone else. That is the thing we are trying to solve. The holistic view is that everyone should be able to capitalize on an event like the Ironman race coming into town. The Chamber of Commerce has a survey open comparing data on verses last year and then verses twenty nineteen. It is looking right now like it is fifty-fifty. It is us being able to show that if we are presented with large scale events like Ironman that we are will to say that we will find the data for the City so that they can make the appropriate decision and report back to their constituents. Then we can be playing with the City on the larger scale opportunity that make come. We are hearing don't have it as it did not help my business. It didn't help that we had such a slow winter. So, a one Saturday off can throw a hard mix into our retail business. We were hearing from some that they had to lay off staff because of the one day. It feels like a tight year, and this was a way of saying this event hurt us so let's not have this event. So that s what the City government is feeling right now.

Board member Chris Kostecka sked Michael what Visit Morro Bay put into the race.

Michael stated thirty thousand dollars as sponsorship and about nine thousand for hotel rooms and marketing through Sam Pruitt at twenty thousand dollars, which we will not need to spend as much next year. So, a total of approximately sixty thousand dollars.

Board member Chris Kostecka also asked if the rumblings don't die down is there a possibility the City would try to get out of the contract. If that is so is there any possibility of going to Ironman and saying hey we want to do an economic feasibility study, but we think you might need to kick in on this. He then stated that he will have a hard time voting for the study as he feels we can get the numbers in house. Numbers from hotel from us and retail numbers from the Chamber of Commerce. These numbers are ninety nine percent of what we want to see. So, he does not see that it is worth spending thirty thousand dollars on the study.

Michael stated that we don't get tax information for three to six months and what Greg and his team does is make the formula with this, so we have a presentable option and having a third party do the study as opposed to inhouse makes the report more trustworthy.

Board member Steven Allen asked why aren't we doing a study like this for the Kite Festival?

Michael answered because we are not getting push back on that event. We don't want to limit the fact that businesses hurt from this when they should have thrived. We need to figure out what that looks like for the City. Those voices could be come very loud for Visit Morro Bay.

Board member Steven Allen stated that he does not see how helpful the study would be. He is confident that the numbers will say that the event was good for Morro Bay, but he doesn't how digestible that will be for a business that suffered over that weekend. He doesn't know if it will help put out the fire.

Michael stated that the study is more about compiling the information for the City to be able to go to constituents and saying that they see the bigger picture and why it is important for us. We are a driving force for bringing in Ironman, but the City approved and signed the contract, and the heat is coming back to them which will ultimately come back to us. We are still three years away from our district renewal and being able to be a great partner with the City is very important to us especially with large scale events like Ironman. We would potentially look for the City to approve events like this in the future. The feelings right now could put a stop to any future large-scale events for a very long time.

Board member Steven Allen stated that it seems like we need to do the study to justify the event to the City.

Michael stated that it is to be a good partner to the City and to make sure that they and we have the appropriate data to make decisions to have these types of events in the future.

Board President Amish Patel asked if it was trust lacking with the City with us doing the study in house?

Michael stated that since we are feeling so much heat we would do everything in the house but since there is so much heat that the best possible solution is to have a report or data from a third party.

Board President Amish Patel asked if we do it in house and state that the data came from the Chamber, Ironman and Epsilon and we are just inputting the data isn't that objective enough?

Michael stated that this is the first time he has been a part of an event here that has had so much pushback. There is an intown feeling that Ironman came and took what they needed and left, and we need to prove the model that we made our worth or they will keep saying it for the next 2 years.

Board member Chris Kostecka likes the event but he is ready to say that it is a possibility that the Ironman event is too big for Morro Bay but there might be something to learn from this. He is not sure the study is the right vehicle for it. It feels like a political move but in reality there is some truth to that, and it might be a smart move for us to do it. The studies are important, but he feels that we can get the data ourselves.

The board discussed further.

Board president Amish Patel asked if Greg had a sample report.

Greg shared a sample report from Ironman Lake Placid and explained what data is provided in the report.

The board discussed further.

Greg explained how he could do a more simplified cost-effective report.

Board president Amish Patel asked the board, do we want to see what the cost would be for a more simplified version of the report or continue the discussion of doing the analysis in house?

Board member Chris Kostecka asked Michael if we could put Visit Morro Bay's monies toward paying the Chamber of Commerce and/or the city for people's time in generating the information that is needed to do the report in-house?

The board discussed.

Board member Steven Allen asked if we don't do the study do we think the City will not let the event happen next year?

Michael stated that there is talk about not letting it happen. The Mayor was happy with the event, and Michael does not think it is a no. It is proving our worth as a partner and he does agree that it is a little political. But it will help understand the baseline of this event.

Michael asked board member Dane Jacobs to comment on what he had been hearing from businesses on the Embarcadero.

Board member Dane Jacobs stated that there was an overall tone of disappointment. He felt that all the guests that came in for the race took off after the race and regular visitors that came into town saw that parking was an issue and left. The race participants were more interested in purchasing Ironman branded merchandise and not spending on the Embarcadero.

Michael asked Greg if they offered forecasting in their reporting

Greg answered yes.

Michael stated that he would leave it to the board to decide if we want to continue the conversation on where we would like to go. But he does need to report to the City on what steps we will be taking to understand the fiscal impact of the Ironman event.

The board discussed.

Michael stated that the other places that had hosted the Ironman race had gotten their reports three to four months afterwards so that gives us a little time. We did give the City a tentative date of August.

PUBLIC COMMENT: NONE

ACTION: Board member Steven Allen motioned to table the discussion of how the Ironman study will be created until the next scheduled board meeting on July 27th, 2023. Board member Chris Kostecka seconded the motion

Board member Steven Allen asked Michael to let Chamber of Commerce president Erica Crawford that we want to work with them on this issue and that we are not hiding.

Michael stated that since we share office space with the Chamber he has been speaking to Erica daily about this.

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.

Michael introduced Andy McKay of WSL SLO CAL Open. Michael explained that there was an issue with dates for the event, but that Andy found the dates of December 4th through the 10th. Michael feels is good for us as it is between the Thanksgiving holiday and the start of the winter holiday season.

Andy McKay spoke on the event. He stated that in February the wind causes a dangerous work environment and changing to the winter season seem to be the right fit for everyone involved and it will make the event a seven-day event instead of a four-day event.

The board discussed

Michael stated that he has been in discussion with the Winter Bird Festival group to do some smaller events in the February window.

PUBLIC COMMENT: NONE

ACTION: Board member Chris Kostecka motioned to approve the date change from February to December 4th – 10th for 2023 for the WSL SLO CAL Open. Board member Steven Allen seconded the motion.

MOTION: Carried 6:0

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.

Andy McKay commented on the longboarding event and bringing it to Morro Bay, He stated that Morro Bay has better waves than Pismo Beach where the longboard event had been prior in October. By moving it to Morro Bay Andy stated that they would then be extending the WSL Open event from 4 – 7 days which will bring in a more diverse crowd.

Board member Chris Kostecka asked Andy if he was trying to get a feel from the board that they were in support of the additional funds.

Andy said yes that it would really help if Visit Morro Bay was a bigger supporter of it and that the prize purse is ten thousand dollars so the increase in funding would cover that and the extra three days of the event.

Board member Steven Allen asked if there were any board members opposed to supporting with the extra funds.

None answered.

Michael stated that the board could make a motion to approve the funding based on the sponsorship application at the July 27th, 2023 meeting so that he can count on the funding. This also puts us in mind for a three thousand event for the World Surf League. Visit SLO CAL will have to put in a hundred thousand dollars, and they are not ready to do that this year, but we can hopefully add a three thousand level Surf League to Morro Bay in years to follow.

Andy McKay asked if there were any questions about this.

Michael stated that for the sake of time they could look at that portion at another meeting.

Board President Amish Patel asked Michael if they should make a motion to tentatively approve the funding.

Michael stated yes. That way Andy can count on the funds based on his application that will be presented at the July 27th, 2023, meeting.

PUBLIC COMMENT: None

ACTION: Board President Amish Patel made a motion to tentatively approve the additional funding for the 2023 WSL SLO CAL Open in December. Board member Dane Jacobs seconded the motion.

MOTION: Carried 6:0

9. Approval of FY2023-24 Visit Morro Bay Board Meeting Schedule (5min)– *motion required*
Board to approve FY2023-24 Board Meeting Schedule

Michael stated the schedule would be the same as the current year with meetings on the fourth Thursday of the month every other month starting with July of 2023. But the November date is tentative and will most likely be changed because of the Thanksgiving holiday. The meetings would be 9:00 am to 11:00am via Zoom.

Board member Amit Patel asked if the board would want to start meeting in person again.

The board discussed.

Board member Steven Allen asked Michael if he had gotten any applications for the open board seat.

Michael stated yes from Rupal Patel at Motel 6, and he commented on how the interview process and voting would work.

Board President Amish Patel asked whether the items ten – thirteen from this meeting would be moved to the July regular meeting or the tentative July special board meeting.

Michael stated that yes we could. But today he would like some insight into the Visitor Guide update and would like to create a subcommittee. Winter Wonderland discussion can be tabled as well as the ABBI Agency marketing update and financial update. It is up to the board on this matter. Michael stated that they could do a vote or move forward with the items.

Board President Amish Patel asked board members Steven Allen and Dane Jacobs if they had any input on the rest of the agenda items and would the board like to continue or table the items

Both board members Steven Allen and Dane Jacobs said yes they had no problem with continuing if there was not voting on the items as they may have to leave the meeting before it ends.

Board president Amish Patel asked if the board would like to continue and asked Michael how much extra time was needed.

Michael answered about thirty minutes.

PUBLIC COMMENT: None

ACTION: Board member Steven Allen motioned to approve the 2023-24 board meeting schedule with the stipulation that the November meeting date may be moved. Board President Amish seconded the motion.

MOTION: Carried 6:0

ACTION: Board member Chris Kostecka made a motion to extend the meeting to 1:20 pm. Board president Amish Patel seconded the motion.

MOTION: Carried 6:0

10. Visit Morro Bay Visitor Guide Discussion (15min)

Staff will provide an update to the current visitor guide and look for direction from the board for the next steps.

Michael stated he was not here for the previous visitor guide and that the visitor guide is a printed resource. Michael then asked administrative assistant Liz Gilson how many visitor guides had been handed out this year.

Liz stated that it was close to eight or nine thousand to the hotels.

Michael then stated that Liz had requested some proposals from design companies and that the guides would be printed in-house. He then stated that what he is looking for is a subcommittee from the board to understand if this is something the board wants us to have and that he thinks it is important to have the visitor guides and how they would like us to proceed. Michael then presented a digital version of the current visitor guide.

The board discussed.

Board President Amish Patel asked whether a motion was needed.

Michael stated that yes a motion to approve a subcommittee is required.

Board president Amish Patel asked if there was any board member that would like to volunteer to be on the subcommittee.

Board member Chris Kostecka stated that he would volunteer for the financial side but was not qualified to comment on the design aspects.

Board member Dane Jacobs volunteered.

Michael stated that he would like to see three people and that someone from the outside like Erica Crawford from the Chamber of Commerce could be asked.

Board President Amish Patel stated that he would volunteer if no one from the outside was found to participate.

ACTION: Board member Steven Allen made a motion to form a subcommittee with Chris Kostecka, Dane Jacobs, and Amish Patel if someone from the outside is not found. Board President Amish Patel seconded the motion.

MOTION: Carried 6:0

Board member Dane Jacobs left the meeting at 1:03 pm.

Michael then suggested whether the board wanted to move the last three items on this agenda to the next board meeting on July 27th, 2023.

Board President Amish Patel asked if a motion had to be made on this.

Michael stated yes.

Michael then asked to move on to the next item.

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.

Michael then presented information on what has been done the last couple of years. He then stated that Marianna had done some research and has put together a list of activities and scheduled events that we would potentially work towards. Michael stated that he wants to get some insight from the board as to whether or not this is something that the board wants the staff to work towards. He then commented on the potential events, the timeline of the activities and events, and when schools would be out for the winter holiday. He was surprised that it is later than usual with most students out on December 22nd.

Intern Marianna Garcia stated that after doing so research she feels that it is important for us to have that is special to Morro Bay and that would attract visitors.

Michael asked Marianna to explain what she had told him about the holiday event that happens in her hometown of Dana Point.

Intern Mariana explained the holiday display that has grown over the past six years and has attracted more visitors each year. This is something that would work rain or shine.

Board member Chris Kostecka commented on having an outdoor ice-skating rink and that we would be the only ones having an ocean front ice rink.

The board discussed.

Michael stated that the staff would move forward on this item and thanked Marianna for her work on this.

PUBLIC COMMENT: None

ACTION: Amish Patel made a motion to move item twelve and thirteen to the next special board meeting date to be determined. Board member Dane Jacobs seconded the motion.

MOTION Carried 4:0

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 – Discuss stakeholder usage of new brand “Come Get Salty” especially on merchandise. Discuss the possibly creating a decorative surfboard selfie/photo op space.

ADJOURN. - Board President Amish Patel adjourned the meeting at 1:21 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 a 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.