



Agenda

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Agenda

Thursday, March 24, 2022

9:00 am – 11:00 am

Virtual via Zoom

<https://us02web.zoom.us/j/83572784421?pwd=UXNmK3NzT3BxSzNVa1dQcDB5M0k4Zz09>

Meeting ID: 835 7278 4421 Passcode: 634919

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 January 26, 2022 Special Board Meeting Minutes** (5 mins)
5. **Approval of January 27, 2022 Board Meeting Minutes**

BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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6. **Visit Morro Bay Secretary** (15 min) – *motion required*
Visit Morro Bay secretary position is currently vacant due to Sarah Maggette vacating her board seat. Board will make recommendation for secretary of Visit Morro Bay and motion to approve.
7. **Morro Bay Car Show Sponsorship – May 6-9, 2022** (10 min)
Staff will provide an update to the board about the Morro Bay Car Show and sponsorship. Board will discuss and potentially approve a sponsorship of \$4,000
8. **Live Oak Music Festival Sponsorship – June 17-19** (10min)
Staff will provide an update to the board about the Live Oak Music Festival Sponsorship. Sponsorship would include \$3500 that would go to rooms for artists. Board will discuss and make recommendation
9. **Visit Morro Bay – Ironman 70.2 Update** (10 min)
Staff will provide and update to the Ironman 70.2 Triathlon Race. Staff is looking for next steps from the board of directors.
10. **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 months ahead.
11. **Visit Morro Bay Financial Update and Review** (15 min)
Staff will provide an update to the current financials of the Visit Morro Bay TBID

12. Declaration of Future Agenda Items

13. Next Board of Directors meeting – May 26, 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.