



Agenda

Visit Morro Bay Board of Directors Visit Morro Bay Board of Directors Agenda

Thursday, March 23, 2023

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

CALL TO ORDER

1. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	M. Wambolt
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EXECUTIVE DIRECTOR REPORT	M. Wambolt
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2. Executive Director Report (15 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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3. Approval of January 26, 2023, Board Meeting Minutes

4. Approval of February 6, 2023, Special Board Meeting Minutes

BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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5. Introduction of Sarah Johnson-Rios, City of Morro’s Appointed Board Seat Member – (5min)

Staff will introduce the new City of Morro Bay appointed seat member, Sarah Johnson-Rios, Assistant City Manager

6. Digital Retargeting Campaign Spring and Summer – (20min) – *motion required*

Staff will provide an opportunity to run a large-scale digital retargeting campaign through The Abbi Agency. Staff is seeking approval of up to \$200,000 in funds from the carry over funds from 2022.

7. Visit Morro Bay Marketing Update - Abbi Agency - (15min)

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

8. Morro Bay High School Brand Sponsorship Deal 2023 – (15min) – *motion required*

Staff will provide a brand marketing opportunity with the Morro Bay High School Athletic department. Staff will look for approval of \$12,500 in funding Board of directors to discuss opportunity and give staff next steps.

9. Ironman 70.3 Race Coverage Media Approval - May 2023- (20min) – *motion required*

Staff will look for approval of \$25,000 in funds to contact Sam Pruitt as a race coverage media for the Ironman 70.3.

10. SLO CAL Open WSL Surf – Approval to move SLO CAL Open WSL to November 2023 (10 min) - *motion required*

Staff will provide an update on the request to move the SLO CAL Open WSL Surf Contest from February to November.

11. Morro Bay Kite Festival Sponsorship – April 2023 (15min) – *motion required*

Staff will provide an update and seek approval of \$10,000 in sponsorship funds for the Morro Bay Kite Festival in April.

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

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

13. Future Agenda Items.

14. Next Board of Directors meeting – May 25, 2023– 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.