



# Agenda

---

## Visit Morro Bay Board of Directors

### Visit Morro Bay Board of Directors Agenda

Thursday, May 23, 2024

9:00 am – 11:00 am

Virtual via Zoom

<https://us02web.zoom.us/j/84843611155?pwd=bzdTa1BYaTJMdVY3ck9zUFV2bFI0dz09>

Meeting ID: 848 4361 1155 Passcode: 972262

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

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	M. Wambolt
---------------	------------

EXECUTIVE DIRECTOR REPORT	M. Wambolt
---------------------------	------------

3. Executive Director Report (20 min)  
*Staff will provide an update on current projects, reporting and areas of focus for the months ahead.*

CONSENT AGENDA – <i>motion required</i>	M. Wambolt
---	------------

4. Approval of March 25, 2024 Board Meeting Minutes
5. Approval of April 16, 2024 Special Board Meeting Minutes
6. Approval of Visit Morro Bay Financials

BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
------------------------------	------------

7. VMB Approval of Fiscal Year 2024-25 Board Meeting Schedule (10mins) *motion required*  
*Board to approve meeting schedule for fiscal year 2024-25.*
8. VMB Transfer Reserve Funds for Ironman Contract Rooms (10mins) *motion required*  
*Staff to give update on funds needed for contracted rooms for Ironman. Board to approve transfer from reserve funds.*
9. City or Morro Bay 60<sup>th</sup> Anniversary Fund Approval \$10,000 September (10min) *motion required*  
*Staff and City staff will present the Morro Bay 60th Anniversary Celebration. Board to approve funds for the celebration.*
10. VMB Update Visit SLO CAL CEO Search (10min)  
*Staff to give update on Visit SLO CAL CEO search.*
11. Visit Morro Bay Website Discussion (30min)  
*Abbi Agency will present the next steps for the new website.*
12. German International Representation Presentation (10min)  
*Board to hear presentation from MCI Agency in Germany on upcoming representation in FY 2024-25*
13. VMB FY 2023-24 Draft Budget Review  
*Staff to give board update on FY 2024-25 draft budget.*
14. VMB Marketing Update  
*Abbi Agency to give marketing update.*

## **15. Next Board of Directors meeting – Tentative - July 25, 2024, 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 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.