



# Minutes

## Visit Morro Bay Board of Directors Visit Morro Bay Board of Directors Meeting Minutes

Tuesday, May 9, 2023

11:00 am – 12:30pm

Virtual via Zoom

<https://us02web.zoom.us/j/82710876870?pwd=UzdONHZyUlklbjJWQS90Q1pEYVks5UT09>

Meeting ID: 827 1087 6870

Passcode: 624529

**CALL TO ORDER:** Board member Chris Kostecka called the meeting to order at 11:04 am

**PRESENT: (VIA VIDEO CONFERENCE)** Board members – Chris Kostecka, Robert Elzer, Steven Allen, and Sara Johnson Rios

**ABSENT:** Amish Patel, Amit Patel, and Dane Jacobs

**STAFF PRESENT:** Michael Wambolt, Elizabeth Gilson, Mariana Garcia

**PUBLIC:** Judy Salamacha

### 1. PUBLIC COMMENT (On Non-Agenda Items) None

<b>ANNOUNCEMENTS - None</b>	<b>M. Wambolt</b>
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<b>EXECUTIVE DIRECTOR REPORT</b>	<b>M. Wambolt</b>
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Michael introduced the new intern Mariana Garcia and went over the projects that she is working on.

Michael commented on events, He stated that the Kite Festival had a large crowd on Friday night to see the lighted kites, and it was the busiest festival that had been seen in recent years. Michael stated that the car show was relatively large but there was a smaller event for the awards ceremony, and that efforts are in full swing for the Ironman race.

Board member Chris Kostecka stated that there are over two thousand participants signed up for the Ironman race.

Michael commented that the State Parks of California that has been working with Ironman sent them an invoice for forty-seven thousand dollars to use the State park for the quarter mile through the park. That is ten times more than most other parks. Ironman is still trying to work this out. The State came back after a couple of days with an amount of twenty-five thousand dollars. This was still out of the budget so the race will be rerouted through the city which is unfortunate. They hope to rectify this in coming years.

<b>CONSENT AGENDA - None</b>	<b>M.</b>
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<b>BUSINESS ITEMS &amp; DISCUSSIONS</b>	<b>M. Wambolt</b>
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### 2. Visit Morro Bay Treasurer Approval (15min) – *motion required* Visit Morro Bay’s Board of Directors will nominate and vote to approve a new Treasurer.

Michael stated that Scott Collins had been the treasurer but had left the city for another position. Speaking with Scott and Sarah before Scott’s departure they did not want Sarah to take over as treasurer as it would be a conflict of

interest. Michael then stated that any board member could be treasurer but that that person should be in market as they need to be available to sign checks if the board president is not available. Michael stated that Amit Patel has shown interest in that role but that board members can hold more than one role, but it is nice to spread it out. Michael then asked for board discussion.

Board Vice Chair Chris Kostecka then asked if there were any board members that would like to nominate someone or themselves. Seeing none he then asked if there was anyone that would like to make a motion to approve Amit Patel as treasurer.

**PUBLIC COMMENT:** None

**ACTION:** Board member Steve Allen made a motion to approve Amit Patel as the new treasurer. Board member Robert Elzer seconded the motion.

**MOTION: Carried 4:0**

**3. Maritime Museum – Tall Ship San Salvador Sponsorship (15min) – *motion required***

*Staff will provide an update to the sponsorship application for the San Salvador Tall Ship arriving into Morro Bay in August. Board to discuss and potential approve a sponsorship.*

Michael stated that it is exciting to have the San Salvador back and that Judy would speak more on it. He also stated that the middle of August time frame works for us. Typically, we do not do sponsorships in summer, but this is a unique opportunity for us to promote this event and more overnight stays. With Hwy 1 being close through July or longer and coming out of the soft winter this is the year we need to promote as much as we can in our busy season to build brand awareness and overnight stays. The tall ship will be here 12 days serving up to ten thousand people. Michael then introduced Judy Salamacha.

Judy Salamacha for the Morro Bay Maritime Museum thanked the board. She then stated that the ship will be here twelve days with ten days for tours. She then spoke on the history of the San Salvador and the San Diego Maritime Museum recreation of the ship and the relationship that has been built between both of the Museums. She then spoke on the history of the building and improvements made to the Morro Bay Maritime Museum and that they are family friendly and community resource. She stated that the fifteen-thousand-dollar sponsorship would be an investment in keeping the Museum sustainable and would be helping the museum's future so that visitors from around the world will be able to visit all year long. She then asked the board for any questions.

Board member Steve Allen asked Judy if it was correct that she stated that seventy percent of visitors to the Museum come from outside of San Luis Obispo County and is and how is the Museum keeping track of this.

Judy stated that yes, the numbers are being tracked and for the San Salvador, it is being tracked through 805TIX which is selling the tickets for the tours.

Board member Steve Allen asked Judy if she knew which county most of their guests were coming from.

Judy stated that she did not know but that she had heard from one of her other board members Bonnie Jones that the largest group was coming from northern California that had never been to Morro Bay before. There is also a big draw from Southern California.

Michael stated that the last time the ship was here the tickets were only sold at the ship but that this year they have gone digital with 805 TIX. This will make it easier for lodging partners to put together packages.

Board member Chris Kostecka asked Judy if Tourism had sponsored them and for how much the last time the ship was here.

Judy stated that yes, they had and that she couldn't remember for how much but that it may have been Thirty-five hundred to five thousand dollars.

Are you going to be able to provide hotels with marketing materials?

The board discussed.

**PUBLIC COMMENT:** None

**ACTION:** Board member Steve Allen made a motion to sponsor the visit of the tall ship San Salvador tours for ten thousand dollars. Board member Robert Elzer seconded the motion.

**MOTION: Carried 4:0**

**4. Visit Morro Bay Approval of FY19-20 Rollover Funds to Reserve Account (10mins) – *motion required***

*Staff will provide an update on rollover funds from FY19-20. Board to approve moving funds to reserve account.*

Michael stated that the funds are coming as a rollover from fiscal 2019-20. No monies were being sent on marketing so that left funds to kick start Visit Morro Bay. The City then had an audit and it was three hundred nine thousand and seven dollars and eighty-five cents. We don't need this for the budget this fiscal year so the funds should be rolled over to the reserve account and that would make the reserve seven hundred and fifty thousand dollars. We would look to use these funds in the future for marketing, education, and in case something detrimental happens to the industry. The board would approve any usage of these funds.

Board member Steve Allen stated that he was under the impression that there was an additional six hundred dollars in rollover funds.

Michael stated that when Scott Collins was on the board, he mentioned numbers of eight hundred thousand or six thousand dollars that seemed like it was a total amount and not a rollover amount.

The board discussed.

**PUBLIC COMMENT:** None

**ACTION:** Board member Steve Allen made a motion to approve the rollover of funds into the reserve account. Board member Chris Kostecka seconded the motion.

**MOTION: Carried 4:0**

**5. Visit Morro Bay approval to move May board meeting – (10mins) – *motion required***

*Staff will be traveling to the IPW Tradeshow during the May 25, 2023, board meeting. Board to approve the new date.*

Michael stated that he will be coming home from the IPW trade show on the May 25<sup>th</sup>, 2023, regularly scheduled board meeting and that through a doodle poll that Michael did with the board members, it looks like Thursday June 8, at 11:00 am is the best date to move the meeting to. He stated that Sarah Johnson- Rios would not be able to be at the meeting but that everyone else is available.

The board discussed.

**PUBLIC COMMENT:** None

**ACTION:** Board member Steven Allen made a motion to move the regularly scheduled May 25<sup>th</sup> board meeting to June 8, 2023, at 11:00 am. Board member Chris Kostecka seconded the motion.

**MOTION: Carried 4:0**

**6. Next Board of Directors meeting – June 8, 2023, at 11:00 am.**

**7. Future Agenda Items - How businesses are gearing up for the summer**

**ADJOURN.** Board member Chris Kostecka adjourned the meeting at 11:58 am

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.