



Agenda

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Agenda

Thursday, November 16, 2023

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
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EXECUTIVE DIRECTOR REPORT	M. Wambolt
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3. Executive Director Report (20 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 September 28, 2023 Board Meeting Minutes
5. Approval of Visit Morro Bay Financials

BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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6. Visit Morro Bay Welcomes City Manager Yvonne Kimball to the Board of Directors.
Staff and Board of Directors will welcome City Manager Yvonne Kimball to the Board of Directors
7. Visit Morro Bay Marketing Update - Abbi Agency (15 min)
The Abbi Agency will provide an update to the board on current marketing efforts and focus on months ahead.
8. Transient Occupancy Tax Audit Discussion (15min)
Staff will provide an update on the ToT audit. Board to discuss and give staff next steps.
9. Epsilon Campaign Update and Approval of Future Campaign (15min) *motion required*
Staff and Epsilon will present the final report from round one campaign. Board to discuss and potentially approve additional funds for FY23-24
10. Approval to Move Reserve Funds to Operating Account (15min) *motion required*
Due to a FY22-23 invoice from The Abbi Agency being sent in FY23-24, Staff would like approval to move funds from reserve to operating.
11. Lighted Boat Parade Sponsorship –\$5,000 December 2023 (10 mins) *motion required*
Staff to provide the board with a sponsorship opportunity of \$5,000 for the Lighted Boat Parade. Board to discuss and approve funds.
12. Approval of Booking.com Marketing Campaign \$25,000 (15min) *motion required*
Staff will present the board with a Booking.com marketing Campaign. Campaign to run December – June. Board to discuss and potentially approve rollover funds for campaign.
13. Visit Morro Bay Holiday Lights Funds Discussion (15min)

14. Next Board of Directors meeting – January 25, 2024 – 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.