



Agenda

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Agenda

Thursday, November 17, 2022

9:00 am – 11:00 am

Virtual via Zoom

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 (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
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3. Approval of September 22, 2022, Board Meeting Minutes

4. Approval of October 26, 2022, Special Board Meeting Minutes

BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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5. Morro Bay Holiday Season – Christmas Carolers fund approval (10 min)

Staff will provide an update to the holiday season and look for approval of fund to have Christmas Carolers.

6. Morro Bay Bird Festival Sponsorship- January 2022 - (10 min) - *motion required*

Staff will provide an update and Morro Bay Bird Festival will give an overview of the festival. Board to consider a sponsorship of up to \$5,000

7. Visit Morro Bay Kite Festival Website and Marketing Update Approval (15min) – *motion required*

Staff will provide an update and seek approval of funds to update the Kite Festival website and 2023 marketing

8. Visit Morro Bay Bandwango Program Approval (15min) – *motion required*

Staff will provide an update and seek approval of funds to contract Abbi Agency to launch Bandwango marketing program.

9. Visit Morro Bay Hwy 1 Billboard Discussion (10 min)

Staff will provide an update to the billboard on Hwy 1 and show concepts.

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. Avocado and Margarita Festival Recap

Erica Crawford President and CEO of the Morro Bay Chamber will give a recap of event and what is in the future for the event.

12. Visit SLO CAL Welcome update (10 min)

Melissa Murray from Visit SLO CAL will give an update on the SLO CAL Welcome initiative.

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

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

14. Next Board of Directors meeting – January 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.