



Minutes

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Minutes

Thursday, November 17, 2022

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 – Board President Amish Patel called the meeting to order at 9:02 am

PRESENT (VIA VIDEO CONFERENCE) Board members - Amish Patel, Robert Elzer, Scott Collins, Amit Patel, and Dane Jacobs, Steven Allen, Christopher Kostecka

STAFF PRESENT: Michael Wambolt, Elizabeth Gilson

PUBLIC PRESENT: Robbie and Bob Revel- Morro Bay Winter Bird Festival, Melissa Murray – Visit SLO CAL, Henry Merchel and Kim Burciaga - THE ABBI Agency staff.

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

ANNOUNCEMENTS - None	M. Wambolt
-----------------------------	-------------------

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

2. Executive Director Report (20 min)

Staff will provide an updated on current projects, reporting and areas of focus for the months ahead

Events - Executive Director Michael Wambolt started with updates on previous and upcoming events Michael stated that preparations for IRONMAN are coming along smoothly. For the Avocado Margarita Food and Drink Festival, Erica Crawford of the Morro Bay Chamber of Commerce will be waiting until the next Board meeting in January to give an update. The Maritime Museum event was successful and that he would like to work with the Museum to expand the event. The Morro Bay Triathlon was a great event with lots of spectators, and the Lighted Boat Parade is shaping up to be a great event.

Finances - Michael went over current budget numbers and stated that we are doing well.

Branding - Michael spoke on new branding and what it will entail. He stated that so far people are liking the new logo. At the Destination Summit event in SLO attendees were stating that they loved the new logo. He gave an update on the VW Bus and stated that he had talked to Goof Graphics about getting the new logo on the vehicle and that he would be taking possession of the Bus once there is insurance in place.

Reports - Michael went over the STR And TOT reports and explained the lag in receiving current TOT numbers from the city.

Strategic Plan - Michael spoke on the strategic plan and stated that he is working with Coraggio on the back-end work to put together a timeline for implementing the plan.

Sales – Michael stated that he has reached out to car clubs and cycling groups from southern California and Northern California as well as VW clubs to let them know about the events and activities that we have to offer here in Morro Bay.

SLO CAL - Michael spoke briefly on the new SLO CAL Welcome customer service training program and stated that Melissa Murray from Visit SLO CAL would be giving a presentation later in the meeting. He then commented on the Visit SLO Cal Destination Summit conference and spoke on the information presented on the forecast for a future small recession and how that could affect STR numbers in the future. Michael then asked the board if they had any questions.

Board member Chris Kostecka asked who is in charge of the Lighted Boat Parade. Michael stated that it is put on by the Morro bay Rotary Club.

Board member Steven Allen asked whether or not the crab pot Christmas trees were going to be put up and whether he should put his up at his hotels. Michael stated that he would have Administrative Assistant Liz Gilson look into it and get back to him.

Smith Travel Research (STR) - Michael stated that he is working on a virtual session for partners and stated that it has been a slower process than expected.

Stakeholder Engagement – Michael stated that he is doing ongoing outreach to partners.

Vacation – Michael stated that he would be out of the office December 1st and 2nd as well as January 19th and 20th.

CONSENT AGENDA – *motion required*

M. Wambolt

3. **Approval of September 22, 2022, Board Meeting Minutes**
4. **Approval of October 26, 2022, Special Board Meeting Minutes**

PUBLIC COMMENT: None

ACTION: Board member Scott Collins made a motion to approve both the September 22, 2022, and October 26, 2022, Special Board Meeting Minutes. Board member Steven Allen seconded the motion.

MOTION: Carried 7:0

BUSINESS ITEMS & DISCUSSIONS

M. Wambolt

5. **Morro Bay Holiday Season – Christmas Carolers fund approval (10 min) – *motion required***
Staff will provide an update to the holiday season and look for approval of fund to have Christmas Carolers.

Michael Wambolt requested that the Board approve use of funds for the Cuesta Carolers to perform on the Embarcadero the evening of the Lighted Boat Parade Dec. 3rd and Saturday the 17th.

PUBLIC COMMENT: None

ACTION: Board member Christopher Kostecka motioned to approve the use of funds to pay for the Cuesta Carolers. Board member Steven Allen seconded the motion.

MOTION: Carried 7:0

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

Michael Wambolt gave an update on the Morro Bay Winter Bird Festival and that it is no longer sponsored by the Morro Bay Audubon Society but has become its own nonprofit.

Robbie and Bob Revel from the new nonprofit gave a presentation on the history of the event and the new organization.

Board member Steven Allen thanked them for their presentation and asked why they are splitting from the Audubon Society.

Bob Revel stated that there was conflict with the Audubon Society and their call on cancelling the event last year. Robbie Revel stated that the event has become above the Audubon's management capabilities.

Board member Steven Allen stated that he is happy with the timing of the event and that we should give them more than the \$5,000 requested. Steven suggested \$7500.

Board member Christopher Kostecka requested changing the weekend since Martin Luther King Holiday weekend is usually busy with regular visitors and if they would like to make a bigger ask for funds in the future to consider the change.

Bob Revel stated that they are already going to talk about this with their committee as they would like to move it off the Martin Luther King holiday weekend and possibly move to a five-day event.

The Board, Michael and Bob and Robbie Revel discussed the event further.

Michael asked if there were any further questions. There were none. Michael asked the Revels to leave the meeting for the Board vote.

The Board and Michael discussed the amount requested and possibly giving more. The conclusion is to raise the amount to \$7500.

PUBLIC COMMENT: None

ACTION: Board member Steven Allen motioned to approve the sponsorship of the Winter Bird Festival for \$7500. Board member Steven Allen seconded the motion.

MOTION: Carried 7:0

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

Michael Wambolt presented an updated spend budget for updating the Kite Festival website and marketing the event stating that it is a onetime spend.

Michael introduced Kim Burciaga and Henry Merchel of The ABBI Agency to take and answer questions.

The board discussed the budget with Kim and ways that the budget can be lowered

Kim and Henry presented what they would be doing to update the website and that in future years there would just be a spend for media.

Board member Robert Elzer left the meeting at 10:00am.

The Board discussed further.

PUBLIC COMMENT: None

ACTION: Board member Scott Collins motioned to approve \$25,000 for Kite Festival branding and marketing. Board Steven Allen seconded.

MOTION: Carried 7:0

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.

Michael Wambolt stated that this program is new to the market, but this program fits in with our new strategic plan and having world class marketing and innovative strategy. He then handed over the presentation to Kim Burciaga of The ABBI Agency.

Kim presented an informational PowerPoint explaining the Bandwango program/campaign explaining that it is a destination search engine that tracks visitation and engagement.

The Board discussed and decided that they need more information to make a decision. Michael stated that in his opinion it is a good program.

Kim Stated that she could send over another PowerPoint that would explain the program further.

No motion on the matter was made at this time.

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

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

Michael Wambolt presented three options for a new face on the Hwy 1 billboard. He stated that he would like to get a subcommittee together for discussion.

The Board briefly discussed. Christopher Kostecka and Scott Collins volunteered to be part of the subcommittee.

Michael stated that he would send out an invite for a lunch meeting for some time the following week.

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.

Michael Wambolt asked that the ABBI Agency presentation be as brief as possible.

Kim Burciaga and Henry Merchel of The ABBI Agency gave an update on their current marketing efforts.

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.

Michael Wambolt stated that Erica Crawford requested that her presentation be postponed until the January Board meeting.

Michael then asked for a motion to extend the meeting time by twenty minutes.

Board members Scott Collins and Steven Allen left the meeting at 11:00am

Public Comment: None

ACTION: Board president Amish Patel motioned to extend the meeting by twenty minutes. Board member Christopher Kostecka Steven Allen seconded the motion

MOTION: Carried 4:0

12. Visit SLO CAL Welcome update (10 min)

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

Michael Wambolt introduced Melissa Murray of Visit SLO CAL.

Melissa Murray introduced and gave a presentation on the new free online customer service program SLO CAL Welcome provided by Visit SLO CAL.

The board discussed.

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

Michael Wambolt presented an update on finances and budget numbers and stated that we are on track.

Board President Amish Patel thanked Michael for the update and asked if there were any future agenda items the board would like to see on the next meeting agenda. There was no response.

14. Next Board of Directors meeting – January 26, 2022– 9:00am – 11:00am – Via Zoom

ADJOURN. Board president Amish Patel adjourned the meeting at 11:15 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 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.