



# Agenda

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## Visit Morro Bay Board of Directors

### Visit Morro Bay Board of Directors Agenda

Thursday, November 18, 2021

9:00 am – 11:00 am

Virtual via Zoom

<https://us02web.zoom.us/j/83572784421?pwd=UXNmK3NzT3BxSzNVa1dQcDB5M0k4Zz09>

Meeting ID: 835 7278 4421 Passcode: 634979

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

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

<b>ANNOUNCEMENTS</b>	<b>M. Wambolt</b>
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<b>EXECUTIVE DIRECTOR REPORT</b>	<b>M. Wambolt</b>
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3. **Executive Director Report** (30 min)  
*Staff will provide an updated on current projects, reporting and areas of focus for the months ahead*

<b>CONSENT AGENDA – <i>motion required</i></b>	<b>M. Wambolt</b>
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4. **Approval of September 16, 2021 Board of Directors Meeting Minutes** (5 mins)
5. **Approval of October 12, 2021 Special Board Meeting Minutes**

<b>BUSINESS ITEMS &amp; DISCUSSIONS</b>	<b>M. Wambolt</b>
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6. **Visit Morro Bay October Financial Update and Review** (15 min)  
*Staff will provide an update to the current financials of the Visit Morro Bay TBID*
7. **Visit Morro Bay Board of Director Resignation and Replacement– Sarah Maggelet** (10 min)  
Staff will provide an update on resignation of Sarah Maggelet. Board will discuss next steps to fill vacancy and make recommendation.
8. **Visit Morro Bay Strategic Plan Update – Coraggio Group** (10 min)  
*Staff will provide an update on the Strategic Plan process.*
9. **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.*
10. **Visit Morro Bay Events Discussion –** (20 min)  
*Staff will provide and update to the board about the current events strategy. Board will discuss and make any recommendations.*
11. **SLO CAL Open Morro Bay Sponsorship – February 2022** (10 min) – *motion required*  
*Staff will provide an update to the board about the SLO CAL Open Morro Bay Surf competition sponsorship. Board will discuss the opportunity and consider a recommendation to approve a sponsorship of \$10,000.*

12. **Declaration of Future Agenda Items**

**13. Next Board of Directors meeting – November 18, 2021 – 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 Taylor Slauson at (805) 225-7411 at least 48 hours prior to the meeting.